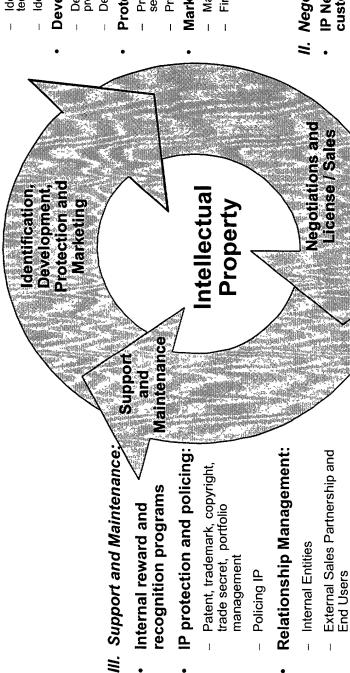
Continuous Intellectual Property Process



 Identification, Development, Protection and Marketing:

Identification:

Identify new intellectual property (inventions, technology, ideas, brands)

- Identify potential marketing opportunities

Development:

Develop inventions, technology, ideas for IP protection

Develop marketing sales channels

Protection:

Protect IP with patents, copyrights, trade secrets, trademarks

Protect with Non-Disclosure Agreements

Marketing:

Market & competitive analysis

Financial analysis

II. Negotiations and License/Sales:

IP Negotiations (e.g., with customers, government agencies)

License / Sales Initiation

Contact vendors

Contact end users

Contract development, negotiation and completion

FIG. 1

Royalty Management

Quality Standards Management

IP Protection Life Cycle

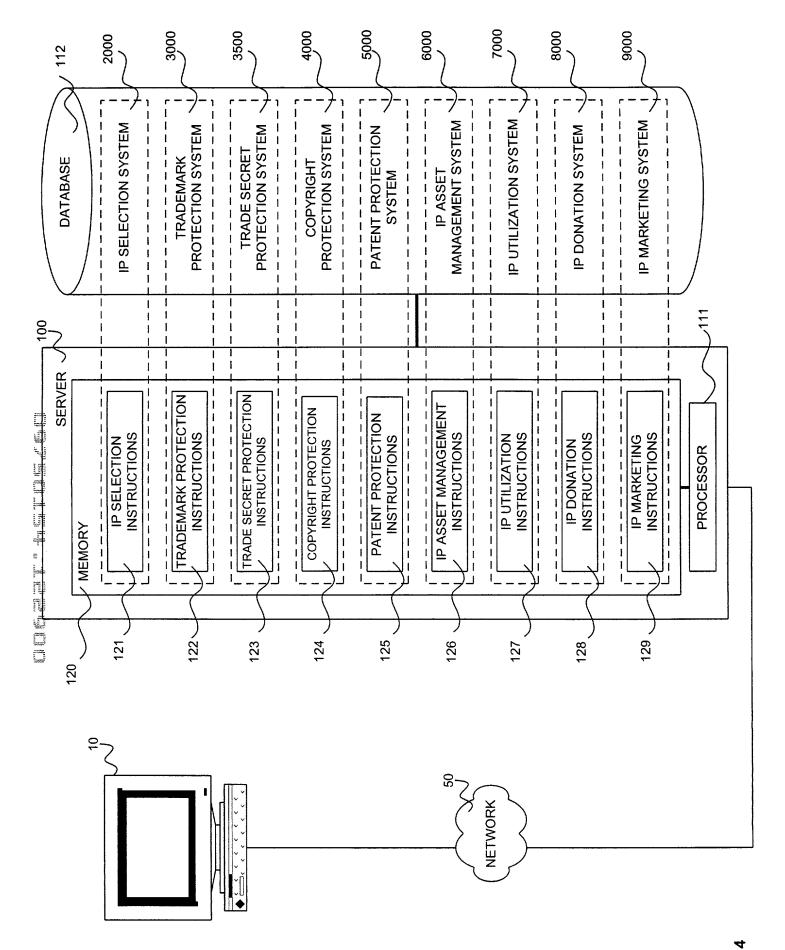
Continuous IP Process:	Support	dentification, Develop	Identification, Development and Protection	Negotiations and Sales		Maintenance
	Innovation Identification (L0)	n Innovation on Development	on IP Protection nent/ Initiation (I.2)	IP Protection Pending (L3)	IP Registration	IP Maintenance (L5)
Effort Spent:	Effort Spent: • 1-2 hours/product	• 1-2 hours • 3-5 hours • 1-2 hours	 3-5 hours/patent 3-5 hours/trademark 1 hour/copyright 	3-5 hours/patent 4-6 hours/trademark 1 hour/copyright	3-5 hours/patent 1-2 hours/trademark 1 hour/copyright	1-2 hours
Time Elapsed (per level): • 1-5 days	• 1-5 days	• 1-5 days	 3-5 months/patent 1-5 days/trademark 1-5 days/copyright 	18-24 months/patent 6-12 mos/trademark 2-3 months/copyright	1-5 days/patent 1-5 days/trademark 1-5 days/copyright	1 day + periodic
Time Elapsed (total): • <1 week	• <1 week	• 1-2 weeks	 4-6 months/patent 1-3 mos/trademark 3-4 weeks/copyright 	22-30 months/patent • 12-18 mos/trademark 3-4 months/copyright	2-2.5 years/patent • 1-3.5 yrs/trademark 3-4 months/copyright	20 years/patent 5-10 years/trademark 10 years/copyright
Note: Trade secrets need not be registered, but reasonab	not be registered, but rea	asonable steps must b	ole steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.	ling proper markings and u	se of Non-Disclosure Agr	eements.
	1-4					

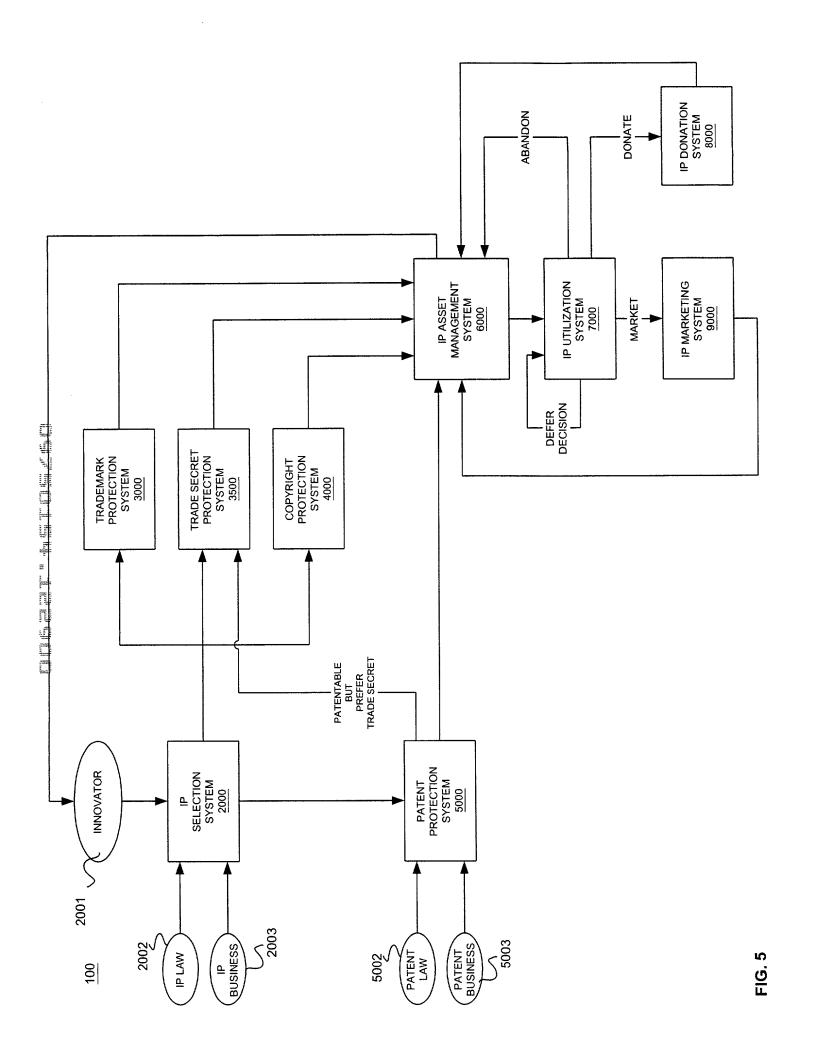
	,		-			,	
IP Protection Activities:	Activities.	• Internal	 Further educate 	 Assess disclosure Verify filing award 	•	 Assist in 	 Verify issuance
	.655.455.	awareness and	innovation	form	received (if any)	notification to	award received (if
		education	generator on	 Notification to IP 	Assist innovation	innovation	any)
		relationshin	information needed	Protection legal	generator with	generator	 Record all
		building	for IP protection	 Verify disclosure 	issues relating to	 Assist 	relevant IP
		 Identify 	 Assist innovation 	award received (if	using innovation	innovation	information
		protection	generator in getting	any)	while IP protection	generator in	 Internal follow up
		opportunities	 innovation to point 	 Follow up with 	pending	marking	 IP policing
-		Identify type of	for protection with	· · · · · · · · · · · · · · · · · · ·	Follow up with legal	innovation with	
		protection(s)	₫	generator and	regarding status	registration	
		Catalog and	 Assist IP Marketing 	• legal	Review written	information	
		qualify	with technical	 Application filed 	documents from	• Assist	
		opportunities	understanding		government agency	innovation	
		 Notification to IP 	 Disclosure form 		where application	generator in	
		Marketing for	received		filed & assist in	understanding	
		marketing IP Protection	 Clearance 		response	extent of IP	
		team member	Searches		•	• Verify	
		assigned				registration	
2	Measures:	 Innovations identified (#fkmes) 	• # Disclosures	# Applications filed* Proper innovation Outlify of	Proper innovation	# Registration Proper markings	IP attributes
FIG. 2		Quality of		applications •	Pendency "		catalogica
		innovations	and cataloged				

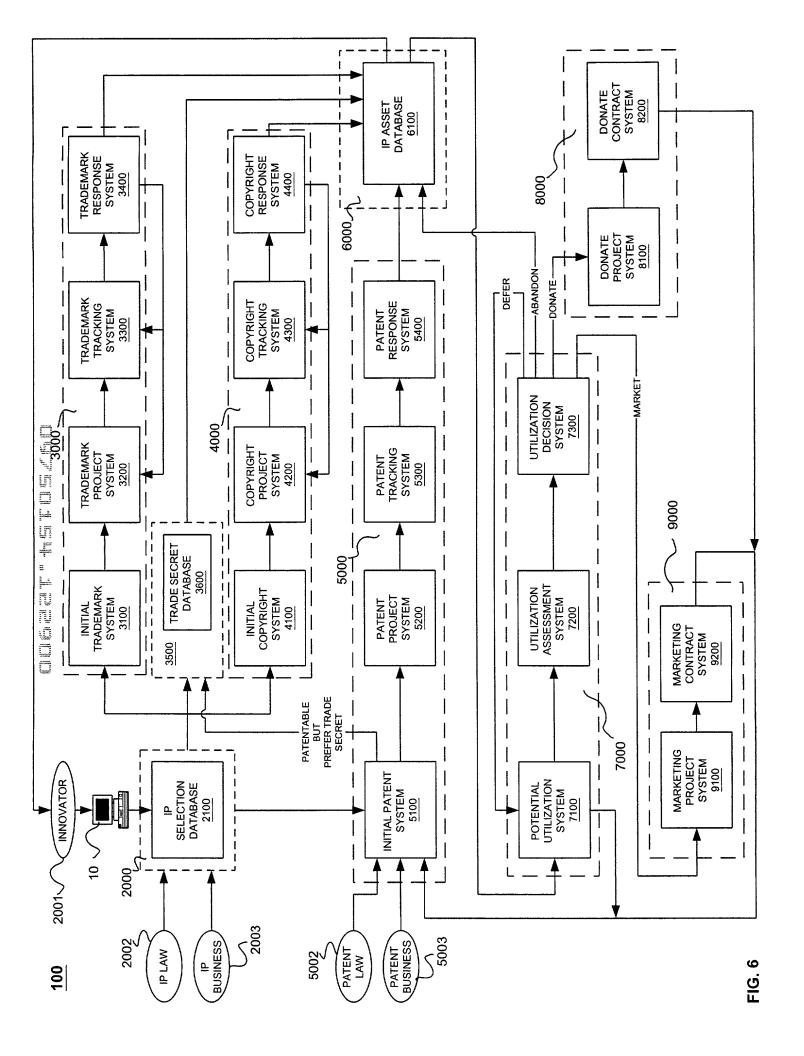
IP Marketing Life Cycle

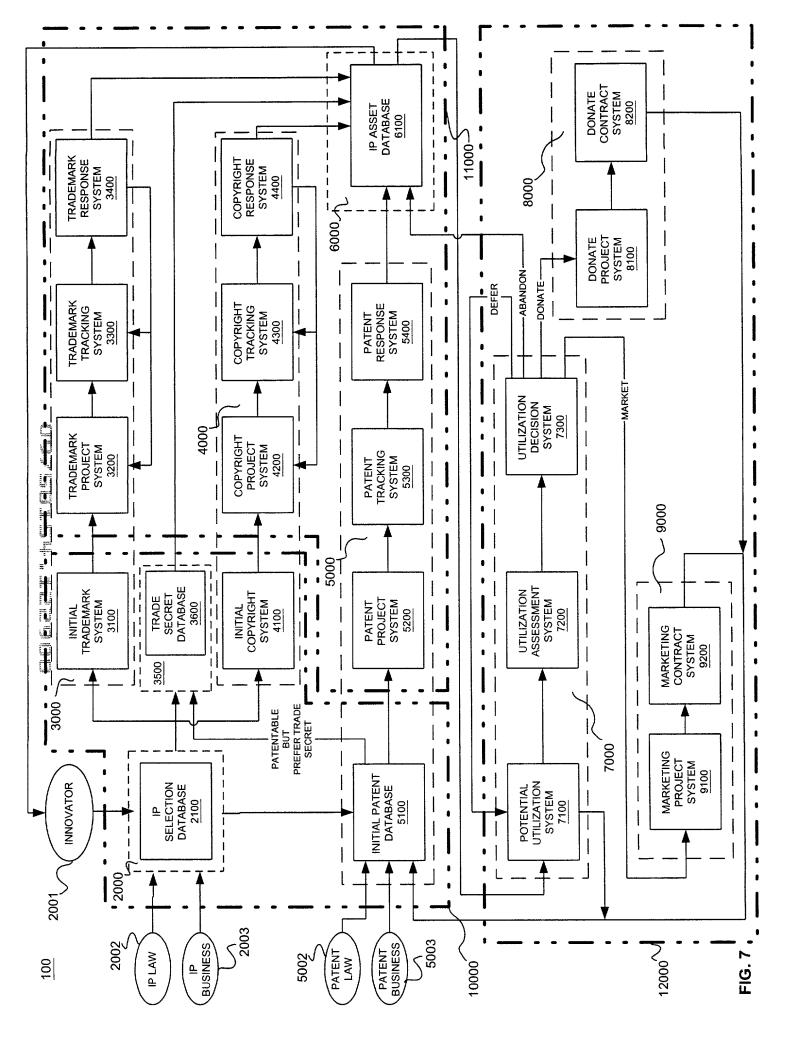
Continuous IP Process:	Support Identifi	Identification, Development, Protection and Marketing	otection and Marketing		Negotiations and Sales	Maintenance
	Potential Opportuni Identificati	Initial Initial Ity Research in Progress (L1)	Awaiting Execution of Pre- Transaction Report (L2)	Negotiations w/External Party in Progress (L3)	Awaiting Execution Agreement Transaction Report (L4)	Closed Deal Maintenance (L5)
Effort Spent: Time Elapsed (per level): Time Elapsed (total)I:	1-5 days1-2 hours/product<1 week	7-10 days5-10 hours/product1-2 weeks	7-10 days5-10 hours/deal2-3 weeks	1-5 months 10-50 hours/deal 2-6 months	7-10 days1-2 hours/deal2-6 months	1 day + ongoing1-2 hours/deal +2-6 months
IP Marketing Activities:	Internal awareness and education Internal relationship building Identify potential marketing opportunities Catalog and qualify potential opportunities Notification to IP Protection for disclosure IP Marketing team member assigned	Begin market research Follow-up interview with SME Begin product scorecard research Assess competitive environment Initial valuation of product Prioritize product within portfolio Make Go-No Go decision Begin to get internal buy-in Draft & submit PTR	Conduct indepth interview with SME & continue to build relationship Begin channel strategy Continue competitive research and valuation of product Initiate contact with chosen sales partners/end users Utilize NDAs of the disclosing (when possible)	Continue product valuation, market research, & channel strategy Create product overview presentation (external) Determine structure & pricing of deal structure & pricing of deal negotiations / complete negotiations / contracts Draft & submit Transaction Report	Finalize fine points of contract Manage technical and logistic issues of product	Sign contracts Record all relevant product information Record all relevant deal information Track royalties Sales partner / end user relationship management Internal follow up Quality standards management Ip policing
Measures: FIG. 3	Products identified Quality of products	 Product attributes known & cataloged 	PTR for all deals	Accuracy of valuations Terms of deals # times contract reworked	TR for all deals	Revenues % licensed with patent protection Deal attributes cataloged

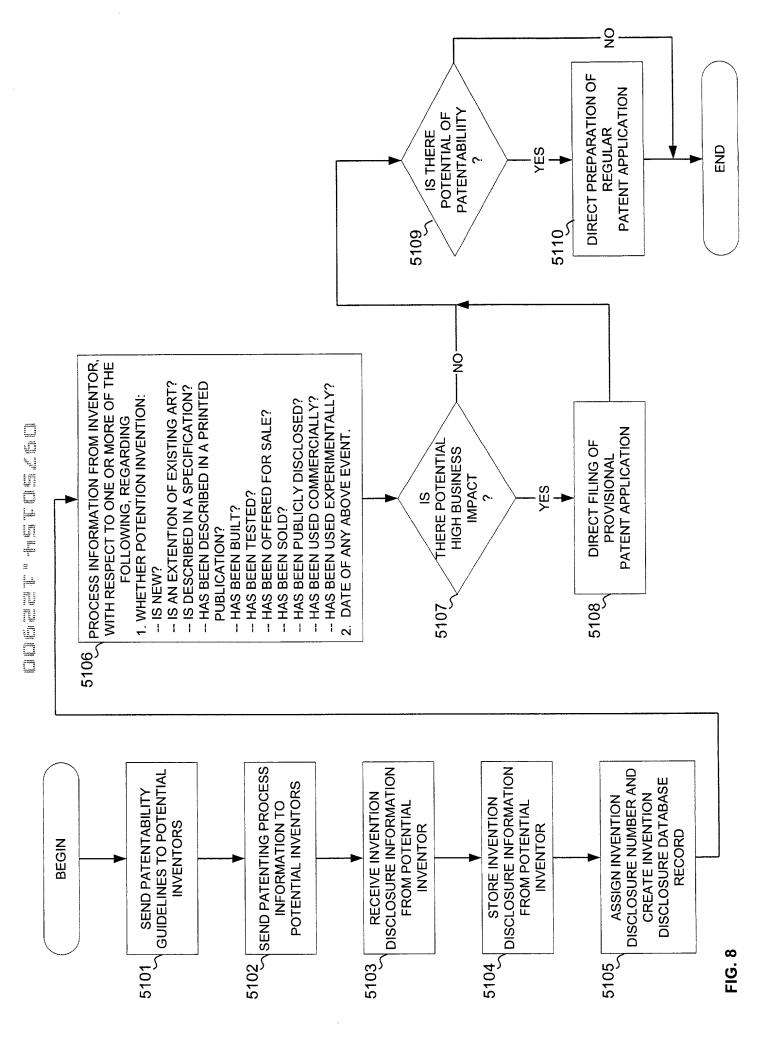
October 1999











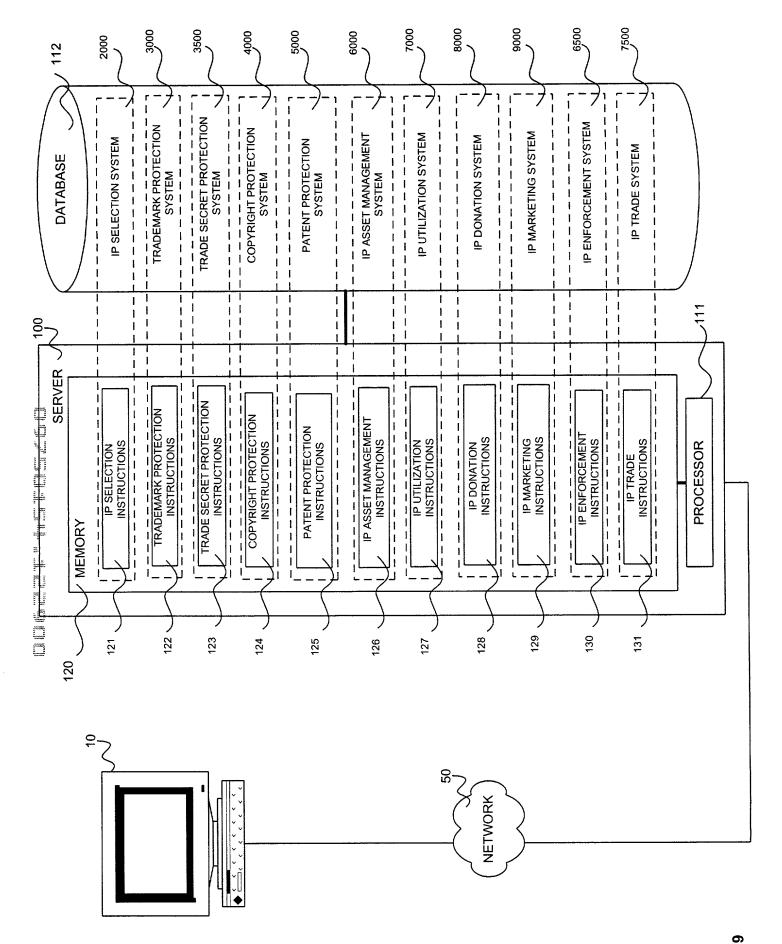
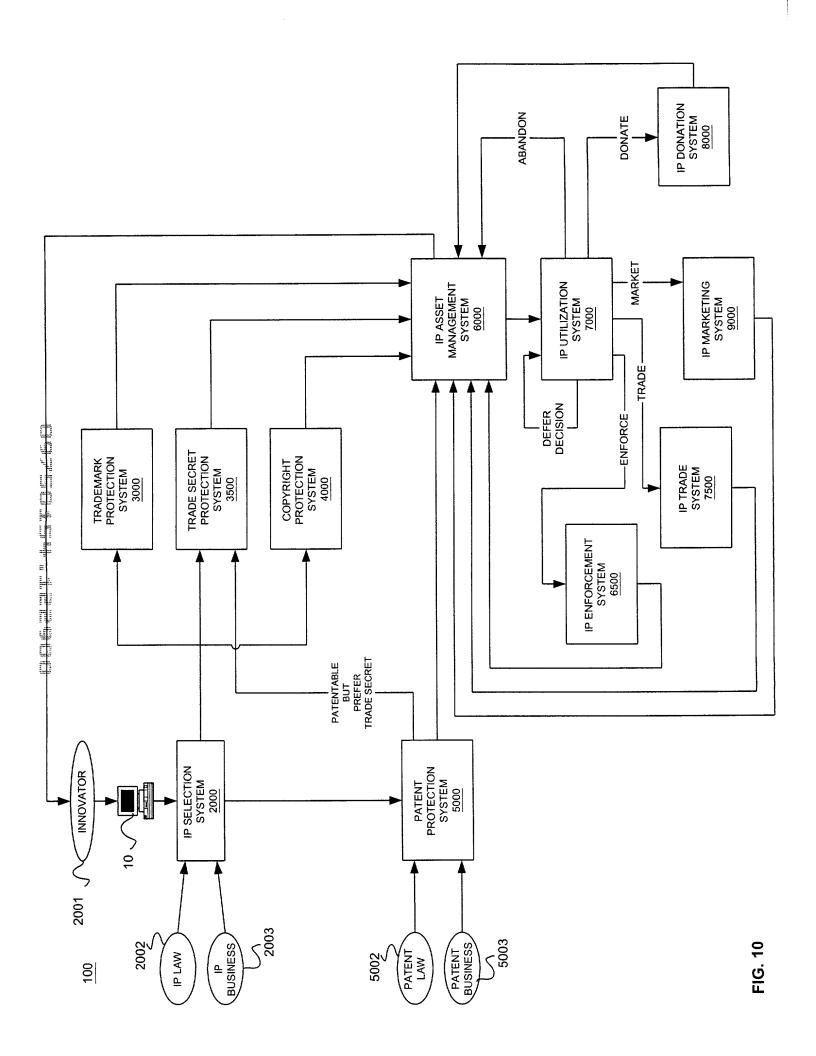
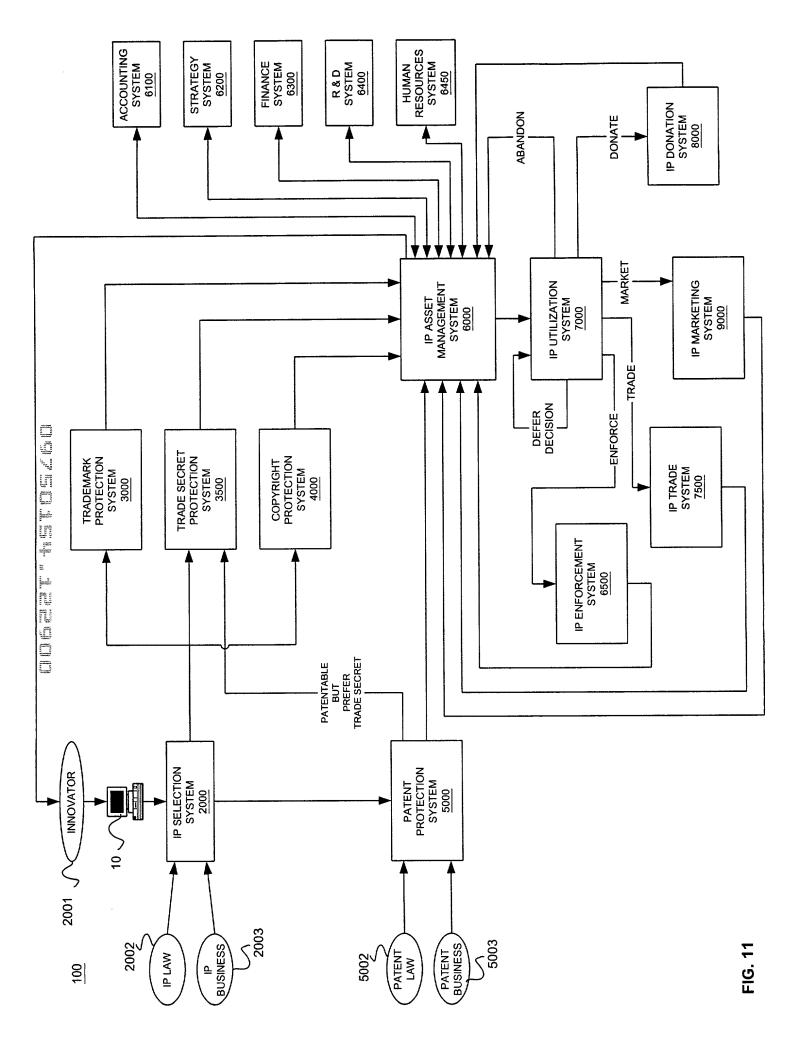


FIG.





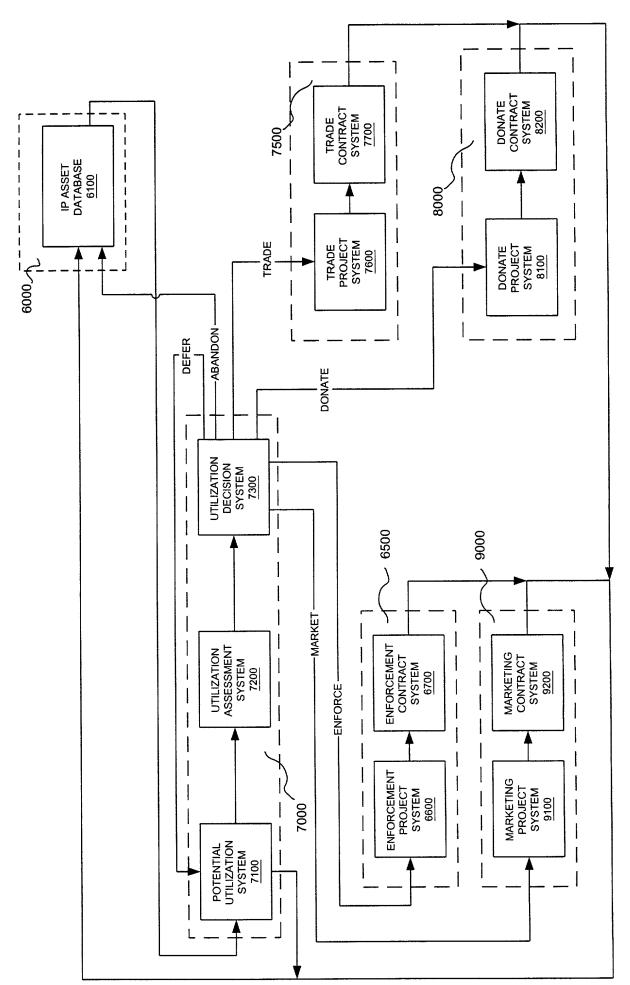
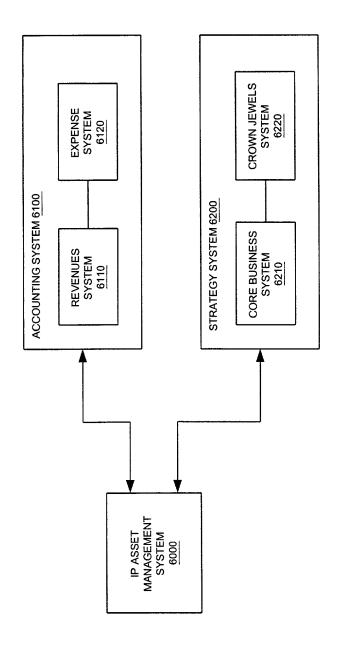
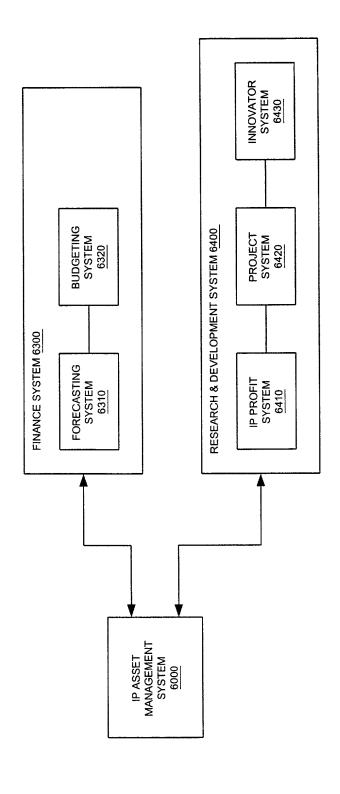


FIG. 12



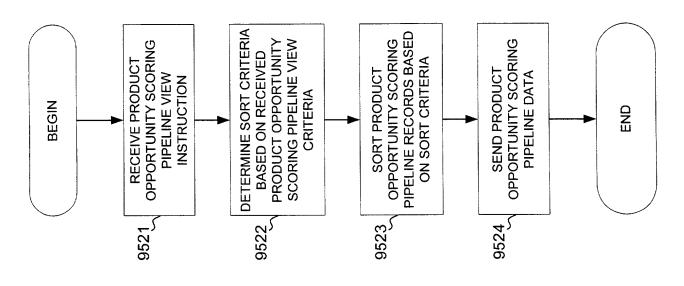


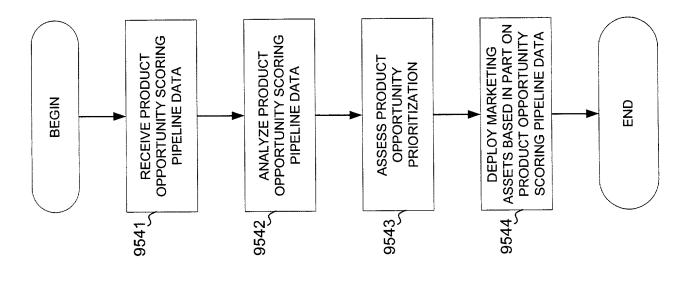
							-									
%	0.5	0.9	0.25	0.5	0.05					0.33	0.9					
\$	3.5M	1M	3.5M	3.5M+	3.5M			500K		5M	6M	-				
L9 L10 GOAL	2001	4Q 00	4Q 00	4Q 00	4Q 00			2001	2001	2001	2001	1		2001		
L10		45														TIQUA TOAЯTNOO
F3																SETUP CONTRACT
L8											47					EXECUTE CONTRACT
L7																ЯТ JAVOЯЧЧА
197	42								35							ataitođan
L5				35	35	35		35		40			35			SETT
L4			35											38		MARKET PLAU
L3																AYOA94A
12							32									RESEARCH MARKET
L1												31X			36X	INITIAL HDRABCH
LEAD	×	7	Z	>	×	×	≫	×	7	×	≫	>	>	8	>	
B/U	BUB	BUC	BU A	BU A	BU D	BUE	BU D	BU C	BU E	BU E	BU B	BU D	BU B	BU A	BU C	
PRODUCT	PROD A	PROD B	PROD C	PROD D	PROD E	PROD F	PROD G	PROD H	PROD I	PROD J	PROD K	PROD L	PROD M	PROD N	PROD O	
	-	2	3	4	2	9	7	8	6	10	7	12	13	14	15	

	-		·····	1						,			_	- 1		
%			0.9		0.5	0.05		0.33	0.5	9,000			0.0	0.25		
\$			6M		3.5M	3.5M	500K	2M	3.5M+	-		-	1M	3.5M		
L9 L10 GOAL			2001	2001	2001	4Q 00	2001	2001	4Q 00	3 1 1			4Q 00	4Q 00	2001	
L10												-	45			TIQUA TOAЯTNOO
F)																SETUP CONTRACT
L8			47													EXECUTE CONTRACT
L7																ЯТ JAVOЯЧЧА
P					42										35	atait09an
L5	32					32	35	40	35		35					SEFF
L4				38										35		MARKET PLAN
L3																ЯТЧ JAVOЯЧЧА
L2		35														MARKET RESEARCH
L1										31X		36X				INITIAL RESEARCH
LEAD	×	8	8	≯	×	×	×	×	\	>	≻	>	7	7	7	
B/U	BUE	BU D	BUB	BU A	BUB	BU D	BUC	BU E	BU A	BU D	BUB	BU C	BU C	BU A	BUE	
PRODUCT	PROD F	PROD G	PROD K	PROD N	PROD A	PROD E	PROD H	PROD J	PROD D	PRODL	PROD M	PROD 0	PROD B	PROD C	PRODI	
	_	2	3	4	5	9	7	8	6	19	7	12	13	14	15	

									,			,				
%	6.0	0.9	0.5		0.5	0.05				0.33	0.25			40 cm m m m		
\$	1M	6M	3.5M		3.5M+	3.5M		500K		5M	3.5M					
L9 L10 GOAL	4Q 00	2001	2001	2001	4Q 00	4Q 00		2001		2001	4Q 00	2001		1		
L10	45															TIQUA TOAЯTИОО
F3																SETUP CONTRACT
F8		47														EXECUTE CONTRACT
L7																ят JAVOЯЧЧА
P 7			42	35												NEGOTIATE
L5					35	35	35	35	35	40						SELL
L4											35	38				MARKET PLAU
L3																ATA JAVOЯЧЧА
17													32			KESEAKCH WAKKET
[]														31X	36X	INITIAL RESEARCH
LEAD	Z	>	×	7	>	×	>	×	≻	×	7	8	×	>	≻	
B/U	BUC	BU B	BU B	BUE	BU A	BU D	BUE	BU C	BU B	BU E	BU A	BU A	BU D	BU D	BU C	
PRODUCT	PROD B	PROD K	PROD A	PROD I	PROD D	PROD E	PROD F	PROD H	PROD M	PROD J	PROD C	PROD N	PROD G	PROD L	PROD O	
	-	2	3	4	5	9	7	8	6	19	7	12	13	14	15	

FIG. 18





Intellectual Property Development, Marketing and Maintenance Database System IP Marketing Database - Tables Description Table Companies Table of companies Marketing Opps Table of IP marketing opportunities IP Marketing Database - Companies Table Field Name Data Type Description Mailstop Formal Name Text IP Marketing Database - Marketing Opps Table Description Field Name **Data Type** AutoNumber Opp# Text Status Estimated Mktg Date Date/Time Product/Project Name Text Text Product Group Product Type Text Type of IP Involved Text BellSouth Entity Text **BellSouth Contacts** Memo BIPMAN Contact1 Text BIPMAN Contact2 Text BIPMAN Contact3 Text BIPMAN Contact4 Text Mktg Participant Name Text Mktg Participant Address1 Text Mktg Participant Address2 Text Mktg Participant City, State, Text Mktg Participant Contacts Memo Mktg Participant Type Text Deal Size Text Estimated Deal Range Text Estimated Deal Value Text Priority Text Description of Opportunity Memo Background of Deal Memo Financial Analysis Memo Competitive Analysis Memo Status of Deal Memo Anticipated Timelines Memo Pre-Trans Approval Person Text Pre-Trans BellSouth Co Text Title of Pre-Trans Approver Text Date/Time Date Pre-Trans Approved Final Bus Approval Person Text Final Bus Approver's BellSouth Text Text Title of Final Bus Approver Date/Time Date Final Bus Approved Final Legal Approval Person Text Final legal Approver's BellSouth Text

Text

Title of Legal Bus Approver

Date Legal Bus Approved	Date/Time	T
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
	rketing Databa	
Queries		Description
CoAlphaSort		4,
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Fop 25 Report		
	arketing Datab	pase - Forms
Forms		Description
Marketing Opps		
IP Ma	rketing Databa	ase - Reports
Reports		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		
	.1	1

Co	ontract Tracking Da	tabase - Tables
Tables		Description
Agreement Types		Josephan
Companies		
Contracts Listing		
	racking Database	Agracment Tunes Table
Field Name		Agreement Types Table
ID Field Name	Data Type AutoNumber	Description
Agreement Type	Text	
Description	Memo	
		e - Companies Table
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract T	racking Database -	Contracts Listing Table
Field Name	Data Type	Description
ID	AutoNumber	
First Pary	Text	
Second Party	Text	
Taird Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	zim to dealined integer of signed original agreement
Transaction Type	Text	
Lypes of IP Involved	Text	
Erequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPType 1	Text	
IPType 2	Text	
IPType 3	Text	
IPType 4	Text	
IPType 5	Text	
Project Name	Text	
	ntract Tracking Dat	shase - Oueries
Queries		Description
Wuci ico		nescribrion

Company Alpha Order	
Unexecuted Agreements	
Contract Trac	king Database - Forms
Forms	Description
Contracts Listing	
Contract Track	king Database - Reports
Reports	Description
Unexecuted Agreements	

Innovation Awar	ds Database - Tables
Tables	Description
Awards	
Company Addresses	
ESP Coordinators	
IP Coordinators	

IP Coordinators		
		ase - Awards Table
Field Name	Data Type	Description
Key#	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SepvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
€upvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
ÐHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Reuqest Sent to IP Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Artcle
General Award Title	Memo	Reason for General Award
\$Amount of General Award	Text	\$ Amount of Generial Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
		Designates if disclosure was rec'd thru BSCC ESP
■ 2Z.		
BSCC ESP Disclosure	Text	1 ~
BSCC ESP Disclosure ESP Coordinator		Program
ESP Coordinator	Text	Program ESP Coordinator's Name
ESP Coordinator Innovation Award	Text s Database - C	Program ESP Coordinator's Name ompany Addresses Table
Innovation Award Field Name	Text s Database - C Data Type	Program ESP Coordinator's Name ompany Addresses Table Description
Innovation Award Field Name ©ompanyName	Text s Database - C Data Type Text	Program ESP Coordinator's Name ompany Addresses Table Description Company Name
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Innovation Award Field Name CompanyName FormalName BusAdr2 Gity State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department	Text s Database - C Data Type Text Text Text Text Text Text Text Te	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Award Field Name CompanyName FormalName BusAdr2 Gity State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department State/Region	Text s Database - C Data Type Text Text Text Text Text Text Text Te	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Award Field Name CompanyName FormalName BusAdr2 Gity State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department State/Region Phone	Text s Database - C Data Type Text Text Text Text Text Text Text Tex	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
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Innovation Award Field Name CompanyName FormalName BusAdr2 Gity State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1	Text S Database - C Data Type Text Text Text Text Text Text Text Text Text	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Award Field Name CompanyName FormalName BusAdr2 City State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2	Text S Database - C Data Type Text Text Text Text Text Text Text Te	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Award Field Name CompanyName FormalName BusAdr2 Gity State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2 City	Text S Database - C Data Type Text Text Text Text Text Text Text Te	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Award Field Name CompanyName FormalName BusAdr2 Gity State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2 City State	Text s Database - C Data Type Text Text Text Text Text Text Text Te	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Award Field Name CompanyName FormalName BusAdr2 Gity State ZipCode Innovation Awar Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2 City	Text S Database - C Data Type Text Text Text Text Text Text Text Te	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table

Field Name	Data Type	Description		
IP ID#	Text	IP Coordinator ID#		
FullNamelPC	Text	Coordinator's Full Name		
Title	Text	Mr., Ms., Dr., etc.		
CompanyName	Text	Company Name		
BusAdr1	Text	Mailstop		
BusAdr2	Text	Street Address		
City	Text	City		
State	Text	State		
ZipCode	Text	Zip		
Phone#	Text	Business Phone		
FAX#	Text	Business FAX		
Innov	vation Awards Da	tabase - Queries		
Queries		Description		
Awards Query				
By Date & IPC - Apps Filed				
By Date & IPC - Disclosures Filed				
By Date & IPC - Patents Granted				
By Date & IPC - Apps Filed				
Certificates for Publication Awards				
Certificates for Recipients of Filing Awards				
Control of the contro		i .		

Queries	Description
Awards Query	
By Date & IPC - Apps Filed	
By Date & IPC - Disclosures Filed	
By Date & IPC - Patents Granted	
By Date & IPC - Apps Filed	
Certificates for Publication Awards	
Certificates for Recipients of Filing Awards	
Certificates for Recipients of Issuance Awards	
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DH Mailing Labels - Issuance Awards	
⊕H Mailing Labels - Publication Awards	
ĐH of Recipients of Filing Awards	
ÐH of Recipients of Inventor Ach Awards	
DH of Recipients of Issuance Awards	
DH of Recipients of Publication Awards	
Disclosure Award Letter	
Disclosure Award Letter Query	
Disclosure Gift Check	
General Award	
Inventor Achievement Award	
Inventor Mailing Labels - Filing Awards	
Inventor Mailing Labels - Inv Ach Awards	
Inventor Mailing Labels - Issuance Awards	
Inventor Mailing Labels - Publication Awards	
Issuance Award Winner Check	
Open Filing Awards	
Open General Awards	
Open Inventor Achievement Awards	
Open Issuance Awards	
Open Publications Awards	
Patent Filing Award	
Patent Issuance Award	
Progress Report	
Publications Award	
Recipients of Filing Awards	

Recipients of Inventor Achievement Awards	
Recipients of Inventor Achievement Awards Recipients of Issuance Awards	
Recipients of Publication	
	on Awards Database - Forms
Forms	Description
Awards	
Company Addresses	
ESP Coordinators	
IP Coordinators	
Innovatio	n Awards Database - Reports
Forms	Description
Awards	
By Date and IPC - Apps Filed	
By Date and IPC - Disclosures Filed	
By Date and IPC - Patents Granted	
Copy of Recipients of Issuance Awards - Report for	
Award Mfg	
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DH of Recipients of Inventor Ach Awards	
DH of Recipients of Issuance Awards	
DH of Recipients of Publications Awards	
Disclosure Award letter	
General Award Form	
Inventor Achievement Award Form - 10 issued	
Inventor Achievement Award Form - 5 issued	
Open Filing Awards	
Open General Awards	
pen Inventor Achievement Awards	
Open Issuance Awards	
⊕pen Publication Awards	
Patent Filing Award Form	
Patent Issuance Award Form	
Progress Report	
Publications Award Form	
Recipients of Filing Awards - Sort by Award #	
Recipients of Filing Awards - Sort by Inventor Name	
Recipients of Inventor Achievement Awards - Sort	
by Award #	
Recipients of Issuance Awards - Sort by Award #	
Recipients of Issuance Awards - Sort by Inventor	
Name	
Recipients of Publication Awards - Sort by Award #	
Recipients of Publication Awards - Sort by Inventor	
Name	
Verification Table	

Bell	South I	ntellectual	Prope	erty M	larketing Da	itaba	ase	
Status of Opportunity:	12 - Awai	ting Execution P	re-Transa	ection 2		Oppor	rtunity No.	1
Date Status Changed T			12/9/98	EL3	L4	#E: 7 #	#L5	
Product/Project Name:	TechNet				Deal Size:	C =	LARGE	
Product Group:	Network	- 2.2.			Deal Priority:		LOW	
Product Type:	Software	* <u>- 1997</u> , 97 <u>77, 97</u> 8, 7427—			Top Deals Rept			
Type of IP Involved:	Proprieta	ry Information			Est. \$\$\$ Range:			
Patent Status:	Filed				Deal \$\$\$ Value:		<u>. 5 6 5 - 6 7 7 - 7 9</u>	
	Dall Card	Talasanawaisa					CB	
BellSouth Entity:	Network	Telecommunica	auons, inc		BIPMARK Lead	السيد.		
Sub-entity Name: BellSouth Contacts:	Bill Smith		· ::::	-	BIPMARK Sup	ort 1:		
Belloutii Collacts.					BIPMARK Sup	ort 2:		
					BIPMARK Sup	ort 3:		
Marketing Participant:	Anderse	n Consulting (to	RT SPA		Participant Ty	ne:	Remarketing	
	Alderse	it Consularly (to	D1, 300)	ation in the farmer's				
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City, State, Zip								
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Financial Analysis:			•					
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		والإراجي والمستعمل	richest att	್ಯಶಾಯಕ್ಷಾಗಿ ಇತ್ತಿ	egaztanies- <u>Californics</u>	<u> ಆರಾವ್ಯಾಸ</u>	-Lorgous - pages-	
Comments for Top Deals Report:								
Top Deals Report								
Next Scheduled Follow-	In Date:	1/15/99						
		Torracion the series of						
Follow-Up Actions to be	Taken:	Check on status	ot invest	gation				

SCANNED, # 14

Deals/Potential Opportunities Prioritization of Top Deals Status Product/Prolect Name Opp # BellSouth Entiry

Status

Company Name Lead Support Est. Value Deal Size

Reason/Comments Priority

:

[LO=Potential Opportunity] [L1=Initial Research in Progress] [L2=Awaiting Exec. Pre-Transaction Report] [L3=Negotiations in Progress] [L4=Awaiting Exec. Agrm/Transaction Report] [L5=Contract Completed/Closed] Tuesday, December 14, 1999

FIG. 30

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.

SCANNED, # 14

BellSouth Intellectual Property Marketing Corporation Level I (Initial Research in Progress) WIP Report

Date Generated: Tuesday, December 14, 1999

Opp # Patent Status Company Name Subsidiary Name

Product/Project Name

BIPMARK

Lead Support

Est. Value

Deal Size

Priority

Date Chgd to L1

ļ

FIG. 31



Unexecuted Agreements

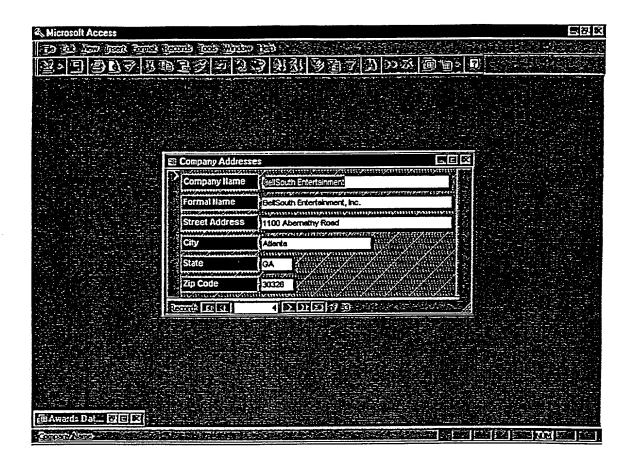
Agreement Type

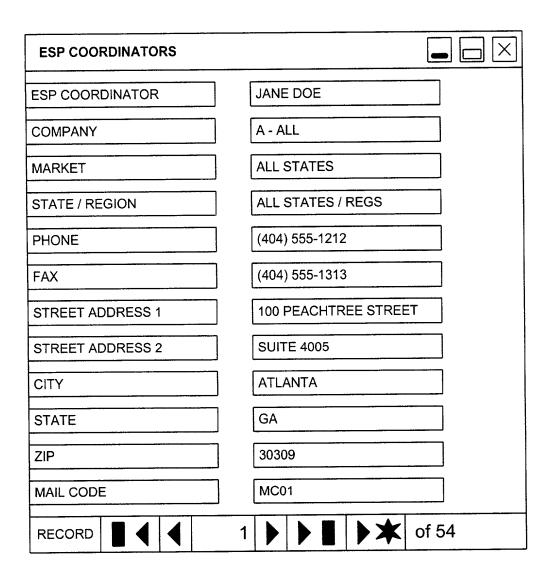
First Party

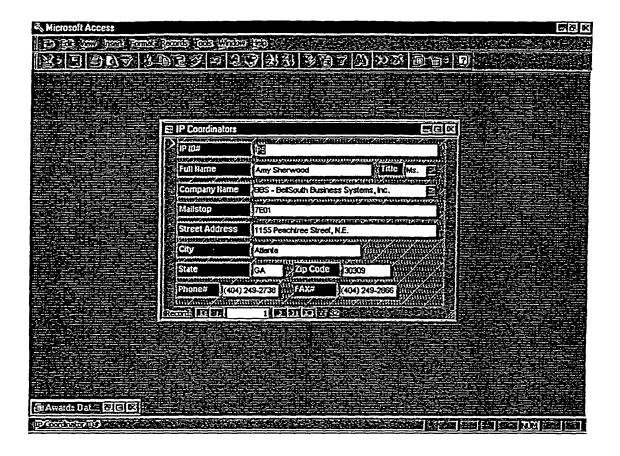
Second Party

Tuesday, December 14, 1999

Mr. Names Alsouth Co.:	Ptone No.: FAXALOS Still BallSouth employee?
ddiess: Zio	IP/Coordinator ID#
Faliventors Supervisors	Anventor's Department Heads
(Le Name)	Crog Name Tology
de la	Suite
iy State Zip	Address 4 ' Gity State Zip
Disclosure Award	Filling Award
Sales Information Storage/Tracking/Notification	
Storage: Tracking/Notification	
1//1/99 Disclosure Received by Legal	Date Application Fileds
11/11/99 Disclosure Received by BIPMAN 11/16/99 Letter and Glit Sent to Inventor 11/16/99	Dato-BIPMAN-Notified of Filling.
11/16/99 Letter and Glit Sent to inventor as in Sent 1 Wooden Pen	Filing/Award Request Sent to 1PGS
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le :	Title/ Public Name:
	Date Article Published
Date Patent Issued	Date BIPMAN Notified of Publication?
Date BIPMAN Notified of Issuance	Reca Request for Release Form
Issuance Award Request Sent to IPC	Publication Award Request Sent to IPC
Iss. Award Recognized at Banquet	Confirmation of Payment Rec d
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Innovation Award Request Patent Filing Award

Date of Request	BellSouth File No.	Innovation Award No.			
December 8, 1999	98059	A99-075			
Date Application Filed: Title of Application:					
Please arrange payment of a Spector the inventor listed below. In a state taxes. Due to the significant be presented in an appropriate celligher management.	ovation Awards should be g ce of this contribution to Be	rossed up for federal and USouth, the award should			
Award Amount:					
Approv	ved By: X IP Legal BellSouth IP I	Management Corp.			
Inventor Name	Inventor Signature				
Supervisor Name	Supervisor Signatur	re			
IP Coordinator Name	IP Coordinator Sign	ature			
	I this signed request form Intellectual Property Admir Street, NE - Suite 500 - Atlan	nistrator			
	(404) 249-2961				

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MEMORANDUM

To:

John E. Lewis

From:

Marcus Delgado

Date:

December 8, 1999

RE:

Notification of Patent Application Filing for

Title:

BellSouth No.:

Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

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Must be stored in locked files when not in use.

Patents Granted 9/1/99 Through 11/30/99

Date Issued	10/ 5/99
US Patent No.	5,963,864
Patent Title	BSCC - BellSouth Cellular Corp. Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)
CompanyName	BSCC - BellSouth Cellular Corp.
Inventor Name	JoAnn Blount (retired)
Legal No.	96013
Award	A99-067

Intellectual Property Management Database System

			Relates				
Field Name	Data Type	Description	(KEY)	Location of Data	Editable	Security	Comments
Project Number	Number	Unique number to keep track of each project	¥	System generated	Non-Editable		
Project Name	Character	Name of the project		Free Form Entry	Editable		
Status of Project	Character	Status of the project		Lookup Table	Editable		
Selection of the select							A version can
				Can be system	•		update when
Status Date	Date	Anticipated dates for different status levels		generated and/or free form.	Editable		cnanging status levels.
Claims Date	2	Pulls additional information into database, Name,					
Customer		Contact, Phone - from People/Address table		Lookup Table	Editable		
		Customer Name					
		Contact					
		Phone					
		Party to final contract?					
		Pulls additional information into database, Name,					
		Contact, Phone, party to final contract - from					
Remarketing Partner		People/Address table		Lookup Table	Editable		
		Company Name					
		Contact					
		Phone					
		Party to final contract?					
		Pulls additional information into database, Name,					
		Role, party to final contract - from People/Address		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			
IP Group Personnel		table		Lookup Table	Editable		
		Name					
		Role					
Products	Character	Pointer back to product table		Lookup Table	Editable		
		Product Name					
Deal Size	Character	Drop Down Estimate, small, medium and large		Lookup Table	Editable		
Deal Value	Number	Actual deal value entered after the deal is closed		Free Form	Editable		
Deal Priority	Character	low, medium, high		Lookup Table	Editable		
Include in Ton Deals Report	Y/N (or CHAR)	Check box designating as important deal	·	Free Form	Editable		
Description of Project	Character			Freeform	Editable		
Followup Date	DATE	Next Scheduled Followup Date		Freeform	Editable		
Followup Actions	Character	Follow-up Actions to be Taken		Freeform	Editable		
		Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple			:		
Responsible Party	Character	values		Lookup Table	Editable		
FIG. 41							

Associated Contract File Poir Poir Poir Poir Poir Poir Poir Poir	ther that pulls information from contract table - liding name sement Type Contract Tracking Tab Bescription field for linking to marketing opportunities	REY KEY	Lookup Table	Editable		
ne Data Type Number Character Character Character	that pulls information from contract table - ig name Contract Tracking Tab Description Id for linking to marketing opportunities	REY KEY	Lookup Table	Editable		
ne Data Type Number Character Character	that pulls information from contract table - ng name nent Type Contract Tracking Tab Description Id for linking to marketing opportunities	Relates (KEY)	Lookup Table	Editable		
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ne Data Type Number Character Character Number		Relates (KEY) KEY				
Number Character Character Number		(KEY) KEY		•	:	
Number Character Character Number		KEY	Location Data	Editable	Security	Comments
Character Character Number			System Generated	Non-Editable		
Character			Freeform	Editable		
Number			Lookup Table	Editable		
		Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		
y 1	tooking to Decole/Address table		Lookup Table	Editable		Should be able to add to the list
	Company Name		-			
Tyl	Туре					
0	Contact					
Effective Date DATE			Freeform	Editable		
Termination/Renewal Date DATE			Freeform	Editable		
Termination/Renewal Terms Character			Freeform	Editable		
	List of IP Involved; pop-up box to add IP pointers, IP	Potentially a Foreign	Potentially a Foreign			User can modify which IP is
List IP Character Tyl	Type, Name, Ref#	Key	Key	Non-Editable		licensed
d	IP Type					
eN.	Name					
Re	Ref.#					
Exclusivity Character val	values: exclusive, non-exclusive		Lookup Table	Editable		
Val	values: Distribution License, Straight Use License, Strategic Agreement		Lookup Table	Editable		
Character			Freeform	Editable		
Character	values: cash, savings, cash & savings		Lookup Table	Editable		
Character			Freeform	Editable		
f Payment			Lookup Table	Editable		
Reason for Termination Character			Freeform	Editable		
Character	Do we still want this?not on screen shots		Lookup Table			
						This can be a range or a final
Confidentiality Period DATE			Freeform	Editable		date.

IS/SOLS+ . IEESOO

	Character	Dointar to attached files and comments		Freeform	Editable		
	Oldi actor						
		File Name					
		Comments					
Product	Character						
		Pointer to BellSouth Business Unit and Royalty			:		
BellSouth Business Unit	Character	Percentage		Lookup Table	Editable		
		BellSouth Business Unit					
		Royalty Percentage					
Notice Date	Date						
Customers Party to Contract	Character						
Parties to Contract	Character						
Underlying Ip of Product	Character						
Action	Character	Button (field) that points to information in the action table		Lookup Table			
		Expected Due Date					
		Actual Date					
		Action Type (Lookup)					
		Expected Amount					
		Actual Amount					
		Expected Action					
		Actual Action					
		Internal Contact					
		External Contact					
		Comments					
Comments	Character			Freeform			
		IP TABLE (Trade Secrets or Copyrights)	opyrights)				
			Relates		:		
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
# d!	Number	System Generated	Primary Key	Primary Key	Non-Editable		
IP Type	Character	TS or Copyright or Both		Lookup Table	Editable		
IP Name	Character			Freeform	Editable		
BellSouth Sub-entity	Character			Freeform	Editable		
BellSouth Business Unit	Character			Lookup Table	Editable		Could also be freeform
IP Description	Character	Freeform comments		Freeform	Editable		
Associated Files Attached	Character	Pointer to electronic file and comments		Freeform	Editable		
		File Name					
		Comments					
Copyright Filed?	Character	Build Lookup N/A, Yes or No.		Lookup Table	Editable		

		Product Table					
			Relates				
Field Name	Data Type		(KEY)	Location Data	Editable	Security	Comments
Product Description	Character	Product Description		Freeform	Editable		
Product Number	Number	System Generated	Primary Key	Primary Key	Non-editable		System Generated
BellSouth Sub-entity	Character			Freeform	Lookup Table		
BellSouth Business Unit	Character	Allow multiple values		Lookup Table	Editable		Could also be freeform
BellSouth Contacts	Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)		Freeform	Editable		
		Name					
		Phone #					
		Position					
List of Patents	Character	Pointer to CPI Patent Database Records		CPI System	Editable		
		Status					
		Docket#					
		Country					
		App. #					
		Filing Date					
		Patent #					
		Issue Date					
		Inventor					
		Title					
List of TM	Character	Pointer to CPI TM Database Records		CPI System	Editable		
		Status					
		Mark					
		Country					
		App. #					
		Docket #					
		Filing Date					
		Reg.#					
		Reg. Date					
		Renewal Date					
		Comments - Not sure if in CPI					
List of Trade Secrets & Copyrights	Character	Pointer to IP Table		Lookup Table	Editable		
		Name					
		Description					
		BellSouth Sub-entity					
		BellSouth Business Unit					
		P#					

Oct. A. Hable for Sole	DATE			Freeform	Editable		
Date Available for Sale	טאוב				T-ditable.		
Technical Requirements	Character			Freeform	Editable		
Product Name	Character	allow multiple values		Freeform	Editable		
Files	Character	pointer to files and comments		Lookup Table	Editable		
		File Name					
		Comments					
		Patents Table (CPI)-Used in IP Table	IP Table				
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Patent #							
Issue Date							
Inventor							
Status							
Docket #							
Title							
Country							
App #							
Filing Date							
Comments		This may not be in CPI					
		Trademark Table (CPI) Used in IP Table	in IP Table				
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Mark							
Reg. #							
Registration Date							
Status							
App #							
Docket #							
Country							
Filing Date							
Renewal Date							
Comments		This may not be in CPI					
		Corp/Org. Table					
			Relates		:		
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
Name							
Type		IP Group, Remarking, Customer, Alliance					

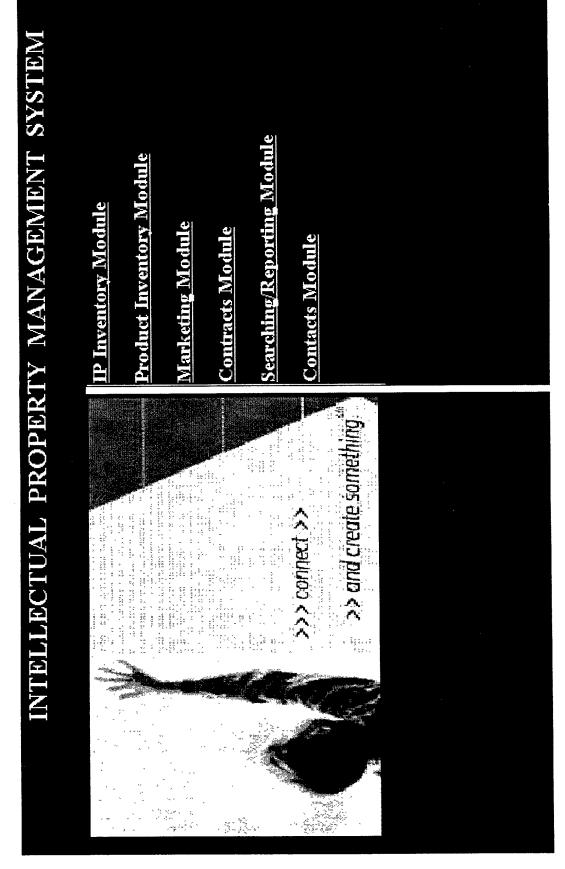
		People/Address Table	Đ.				
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Org							
Name							
Phone							
Address							
Comments							
Position							
Roles Lookup Values							
Contact							
Research							
Other							
Contact Lookup Values	Se						
IP Group Personnel							
End Users/Customers							
BellSouth Business Unit							
Status Lookup Values	s	Used in Marketing Module					
Conduct Initial Research							
Conduct Market Research and							
Analysis							
Develop marketing plan &							
package							
Sell product							
Negotiate contract							
Complete & approve transaction							
report							
Execute contract							
Set up maintenance plan							
Close out project							
		Used in IP Inventory Module, Product Inventory					
BellSouth Business Units Lookup Values	kup Values	Module					
BASC (Affiliate Service Corp.)							
BBI (Billing Inc.)							
BBS (Business Systems)							
BPC (Public Communications)							
BSC (Corporate)							
BSCC (Cellular)							
BSE (Entertainment)							
BSI (International)							
BSNET (.Net)							
BST (Telecommunications)							

BAPCO (Advertising and		
Publishing)		T
BAT (Applied Technology)		T
:		
BCS (Communication Systems)		T
BWD (Wireless Data)		Ţ
Agreement Type Lookup Values	Used in Contract Module	T
Administrative Services		
Agreement		Т
Master Licensing Agreement		T
Sublicensing Agreement		Т
Services Agreement		Т
Sublease Agreement		
Consulting Agreements		
Recruiter Agreements		\Box
Remarketing Agreements		
Free of Payments Looking Values	Used in Contract Module	
led. Of ayments conditions		
One-time Development/Maintenance		
Savings		T
One Time Ho-Front License Fee		
One Time Up-Front License Fee		
w/ Future Royalties Due		T
Monthly Report/Royalty Payment		T
Quarterly Report/Royalty Payment		
Annual Report/Royalty Payment		7

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		ACTION LABLE					
			Relates		;	;	
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
Action Due Date	Date			Freeform			
Action Type	Character		_	Freeform			
Expected Amount	Number			Freeform			
Expected Action	Character			Freeform			
							This can be
BellSouth Sub-entity	Character			Freeform			business unit.
Royalty Expected Due Date	Date			Freeform			
Royalty Actual Date	Date			Freeform			
Royalty Action Type	Character			Lookup Table			
Royalty Expected Amount	Number			Freeform			
Royalty Actual Amount	Number			Freeform			
Royalty Expected Action	Character			Freeform			
Royalty Actual Action	Character			Freeform			
Royalty Internal Contact	Character			Lookup Table			
Royalty External Contact	Character			Lookup Table			
Royalty Comments	Character			Freeform			
Start Date	Date			Freeform			
End Date	Date			Freeform			
Period	Character			Lookup			

		Contacts TABLE					
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Company Name				Freeform			
BellSouth Sub-entity				Freeform			
Type		IP Group, Remarketing, Customer, Alliance, Bellsouth Internal					
Events		Pointer to Events table		Freeform			
		Date					
		Comments					
		Attached Files		_			
Contacts							
		Name					
		Title					
		Country					
		Address1					
		Address2					
		City					
		State					
		Zip					
		Phone					
Individual Contact Events		Pointer to Individual Contact Events Table					
		Date					
		Comments					
		Attached Files					



YSTEM	ontacts		eft.		
CTUAL PROPERTY MANAGEMENT SYSTEM	g Contracts/Agreements Searching/Reporting Contacts	Ž.	choose an option from the menu bar on the left.		
LECTUAL	ntory Marketing	P Inventory	Please choose a		
INTELLE	IP Inventory Product Inventory	Module		5	
	IP Inventory	IP Inventory Module	Create New Trade Secret or Copynight Record View Inventory	Search Inventory	

EMENT SYSTEM	ing/Reporting Contacts	yright							Remove File	Comments	
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	iventory Marketing Contracts/Agreements Searching/Reporting	Create/Edit Trade Secret/Copyright	Copyright Filed	6	BellSouth Business Unit	BellSouth Sub-entity	T Description	Associated Files Attached	File to Attach	File Name	nit:
HINTER	IP Inventory Product Inventory	IP Inventory Cr	Create New Trade Secret or Copyright Record The Manne	View Inventory Search Inventory	Beil≲∘	BellSo	IP De	Assoc	File to		Submit

INTELLEC	LLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	View Inventory
Create New Trade Secret or Copyright Record	Patents
View Inventory	Sort By N/A
Search Inventory	<u>Trademarks</u>
	Sort By N/A
	Trade Secret & Copyrights
	Sort By N/A
	Submit Cancel

INTELLEC	LLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	View Inventory
Create New Trade Secret or Copyright Record	Patents
View Inventory	Sort By N/A 🛬
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	App# Sort By Filing Date
	Submit Cancel

INTELLEC	LLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	View Inventory
Create New Trade Secret or Copyright Record	<u>Patents</u>
View Inventory	Sort By N/A
Search Inventory	Trademarks
	Sort By N/A

INTELLEC	LECTUAL PROPERTY MANAGEMENT SYSTEM
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	Trade Secret & Copyrights
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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	todule View Inventory	<u>Patents</u>	Secret of Status Docket # Country App. # Filing Date Patent # Leave Date Inventor Title Comments	Data Data Data Data Data Data Data Data	Trademarks	Status Mark Country Docket# App# Fibra Date Reg.# Reg. Date Renewal Date Comments Data Data Data Data Data Data Data Dat	Trade Secrets & Copyrights	Name Description BellSouth Entity Business Unit IP# Data Data Data Data	
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NTELLECTUAL PROPERTY MANAGEMENT SYSTEM	oduct Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	ule Search Patents	Status	Docket # Patent # Country	App. #	Inventor Comments	Search All Fields	Search Cancel
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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Status Decket ## Country App ## Filing Date Patent ## Lesture Date Inventor Date Title Comments Data Search Patents Results Create New Trade Secret or IP Inventory Module Copyright Record Search Inventory View Inventory

INTELLECT	LECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	Search Trademarks
Create New Trade Secret or Copyright Record	Status Filing Date Mark Reg. #
Search Inventory	CountryReg. DateDocket #Renewal Date
	App. # Comments
	Search All Fields
	Search Cancel

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Renewal | Comments | Date | Data | Data | Marketing Contracts/Agreements Searching/Reporting Contacts Status Mark Country Docket ## App.## Filing Reg.## Reg.# Date Data Data Data Data Data Data Data Data Search Trademark Results Product Inventory Create New Trade Secret or IP Inventory Module Copyright Record IP Inventory Search Inventory View Inventory

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM PInventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts 41 / V () 18 | Search Trade Secret/Copyright Issue Copyright Filed N/A 🔀 BellSouth Business Unit BellSouth Sub-entity Full Text File Search Cancel IP Description IP Type N/A IP Name Search 井出 Create New Trade Secret or IP Inventory Module Copyright Record Search Inventory View Inventory

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INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Please choose an option from the menu bar on Product Inventory the left. View Products Create New Search For Product View/Edit Contacts Product

INTERLECTUAL PROPERTY MANAGEMENT SYSTEM 4 % **b** Product Marketing Contracts/Agreements Searching/Reporting Contacts Product Number 1234343 BellSouth Sub-entity Create/Edit Product BellSouth Contacts BellSouth Business Unit Date Available for Sale Technical Requirements Product Description Product Name Inventory Inventory View Products Inventory Create New Search For Product Product Module View/Edit Contacts Product

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Patents										
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<u>Trademarks</u>										
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Trade Secrets & Copyrights	<u>thts</u>		
<u>Name</u>	Description	BellSouth Sub-Entity	Business ID# Unit
Add S or Copyright	Remove TS or Copyright	Copyright Greate TS/Copyright	Copyright
Associated Files Attached	<u>p</u>		
File to Attach	Browse	Remove File	
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View All Products for Specific BellSouth Business INTELLECTUAL PROPERTY MANAGEMENT SYSTEM View All Products Sorted By BellSouth Business Product Marketing Contracts/Agreements Searching/Reporting Contacts View All Products Advanced View View Products Unit Inventory Inventory View Products Inventory Create New Search For Product Module View/Edit Contacts Product Product

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Inventory Inventory		Marketing Contracts/Agreements Searching/Reporting Contacts	ting Contacts
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Search For <u>Product</u>			
View/Edit Contacts			

INTELLECTUA		AL PROPERTY MANAGEMENT SYSTEM	MENT SYSTEM
<u>IP</u> <u>Product</u> Inventory Inventory		Marketing Contracts/Agreements Searching/Reporting Contacts	rting Contacts
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View All Products By Specific BellSouth Business Unit INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts **BSNET** BSCC BST BBS BPC BSC BSE BellSouth Business Unit: Submit Inventory Inventory View Products Inventory Create New Search For View/Edit Contacts **Product** Module Product Product

INTERLIECTUAL PROPERTY MANAGEMENT SYSTEM Description Data View All Products By Specific BellSouth Entity <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Name Data BellSouth Entity Data View Products Inventory Search For Product Create New Product Module View/Edit Contacts Product

INTIBILIBETUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts View Products Advanced View 2.) Sort By: N/A 3.) Sort By: N/A 1.) Sort By: N/A Cancel Submit Inventory Inventory View Products Inventory Search For Product Create New Product Module View/Edit Contacts Product

INTERLIBETUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts View Products Advanced View BellSouth Entity Name Description 1.) Sort By: N/A 2.) Sort By: N/A 3.) Sort By: N/A N/A Submit Inventory Inventory View Products Inventory Create New Search For Product Product Module View/Edit Contacts Product

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory View Products Advanced View 2.) Sort By: BellSouth Entity 🛂 3.) Sort By: Description 1.) Sort By: Name Cancel Submit View Products Inventory Create New Search For Product View/Edit Contacts Product Module Product

Product Inventory Inventory Inventory Inventory Inventory Advanced View	INTERPRESENT	ECTUAL PROPE	AL PROPERTY MANAGEMENT SYSTEM	AENT SYSTEM
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<u>View/Edit</u> <u>Contacts</u>	<u>Search For</u> <u>Product</u>			
	<u>View/Edit</u> Contacts			
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INTR	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
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$\overline{ m View}$	BellSouth Business Unit . BellSouth Sub-entity
<u>Products</u>	Product Description
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List of IP									
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	BellSouth Sub-entity Business 正#	Remove Trade Secrets or Copyrights		Comments		
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Trade Secrets & Copyrights	<u>Name</u>	Add Irade Secrets or	Associated Files Attached	<u>File Name</u>	Full Text File Search	Search Cancel

INTIBLLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Any Criteria Used in Search Product Search Results Product Name Data1 Inventory Inventory Product Inventory Create New Product Search For Product View/Edit Contacts View Products Module

INTELLIECTUAL PROPERTY MANAGEMENT SYSTEM 4 2 4 5 BellSouth Business Unit Main Unit Product Marketing Contracts/Agreements Searching/Reporting Contacts Director Position Product Name Product 1-800-555-1212 Phone # Date Available for Sale 2/14/2000 BellSouth Contacts BellSouth Sub-entity Entity Technical Requirements Product Number 12323 View Product Product Description Howard Johnson List of IP Name Inventory Inventory View Products Inventory Create New Search For View/Edit Contacts Module Product Product

List of IP	Ь				
Patents					
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Trademarks					
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Ns	<u>Name</u>	Des	Description	BellSouth Sub-entity	ty <u>Business</u> <u>P#</u>
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INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts | Inventory Inventory | Please choose an option from the menu bar on the left. Marketing Search/Report Projects Create New Project View/Edit Contacts View/Edit Project

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts 4 > > Project # 121232 Deal Priority Status Date [Deal Size Follow-up Actions Create New Project Include in Top Deals Report 📔 Description of Project Responsible Party Follow-up Date Project Name Deal Value Products Status View/Edit Contacts View/Edit Project Search/Report Projects Marketing Create New Module Project

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	Remarketing Partners					
	Company Name	Contact	1 3	Phone	Party to Final Contract	***************************************
	Add Parmer FEER	Remove Parmer				***************************************
	P Group Personnel					

FIG. 86

IP Group Personnel		
Name	Role	
Add P. Personnel	Remove IP Personne	TIEL TO THE TRANSPORT OF THE TRANSPORT O
Associated Files Attached	pelpel	
File to Attach	Bruwse	Remove File
File Name	<u>ame</u>	Comments
Contract Records	1	
Contract Name	Name	Agreement Type
Create Contract Record	Add Associated Contract Record	Remove Associated Contract Record
Submit Cancel		

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory **(** View Projects Default Search 1.) Sort By: N/A 2.) Sort By: N/A 3.) Sort By: N/A Cancel Custom Sort Submit View/Edit Project Search/Report Marketing <u>Create New</u> Project Module View/Edit Projects Contacts

AL PROPERTY MANAGEMENT SYSTEM	2 2								
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NAGEN	Marketing Contracts/Agreements Searching/Reporting Contacts		Deal	$\overline{Data5}$					
Y MA	ients Searc		Status	Data4					
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VI PRO	ting Contra	View Project-Results	Customer	Data2					
ECTU/		View P	Project	Data1			-		
INTELLECTUA	<u>IP</u> <u>Product</u> Inventory Inventory	Marketing Module	<u>Create New</u> <u>Project</u>	View/Edit Project	Search/Report Projects	View/Edit Contacts			

INTERFLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> <u>Inventory</u> 4 1 Follow-up Actions Action Status Date 2/2/2000 Deal Priority Low Project # 12334 Deal Size Small Responsible Party Mike Stevens Status Conduct Initial Research Include in Top Deals Report 🔳 Follow-up Date 2/2/2000 Product Name Deal Value \$1.2 Billion Description of Project Project Name Name View Project Customer Product Products Search/Report Projects Marketing Create New Project View/Edit View/Edit Module Contacts Projects

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	Customer				
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	Customer Name	Contact	<u>Phone</u>	Final	
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	;		ï	Party to	
	Company Name	Contact	<u>Phone</u>	<u>Final</u> Contract	
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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Remarking Partner Company Name 1.) Sort By: Customer Company Name 3.) Sort By: Customer Company Name Customer Company Name IP Group Personnel 2.) Sort By: Product Name Product Name Deal Priority Deal Value View Projects Deal Size Status Default Search Custom Sort Submit Inventory Inventory View/Edit Project Search/Report Marketing Create New Module View/Edit Projects Contacts Project

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View Projects-Results Criteria 1 Criteria 2 Criteria 3 Data 1 Data 2 Data 2 Data 3	Project # Customer Data4 Data5
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Search/Report Projects View/Edit Contacts	
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IINHIBHHECHUAL PROPERTY MANACEMIENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory 4 3 1 Follow-up Actions Deal Priority Status Date Deal Size Project# Include in Top Deals Report 📔 Product Name Description of Project Responsible Party Edit Project Follow-up Date Project Name Deal Value Products Status Search/Report Projects Marketing Create New View/Edit Contacts View/Edit Module Project Project

FIG. 94

	<u>Products</u>				
	Product Name	<u>ne</u>			
	Add Productive	Remove Product			
	Customer				
	Customer Name	Contact	<u>Phone</u>	Party to Final Contract	
				and the form	
	Add Custorners	Remove Customers	St. 11 °C.		
	Remarketing Partners				
	Company Name	Contact	<u>Phone</u>	Party to Final Contract	
	Add Partner	Remove Partner			
iG. 95	IP Group Personnel				

IP Group Per	rsonnel					
Name			Role			
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	File Name	me		Comments		
Contract Rec	cords					
)]	Contract Name	<u>Vame</u>	7	Agreement Type	<u>ype</u>	
Create Contract	itract	Add Associated Contract	rutract ×			
Submit	Cancel	/anoel				

INTELLECT	CTUAL PROPERTY MANAGEMENT SYSTEM	YSTEM
<u>Product</u> Inventory Inventory	$rac{Marketing}{V}$	
Marketing Module	Project Search/Reports	
Create New Project	Project Name Project #	
View/Edit Project	Status N/A Status Date	
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	Include in Top Deals Report [" Deal Priority N/A	
Standard Project Reports	Description of Project	
• Top Deals • Customer Report • Remarketing	Follow-up Follow-up Actions	
	Responsible Party	
• BellSouth Entity	Products	
Keport	Product Name	
View/Edit Contacts		

Report	TO. 10. 10. 10.			
View/Edit Contacts		DI I		
	* Add Product Ren	Remove Product		
	Customer			
	Customer Name	Contact	Phone	Party to Final
	Add Customer	FEFF REMOVE CUSTOMERS		
	Remarketing Partners			
	Company Name	Contact	Phone	Party to Final Contract
	Add Remarking Partner		Semuye Remarking Partner	
	IP Group Personnel			

FIG. 98

IP Group Personnel	
Name	Role
Add IP Group Personnel	Remove IP Group Personne
Associated Files Attached File Name	Comments
Full Text File Search	
Contract Records	
Contract Name	Agreement Type
李	Remove Contract Record & F.
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INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM 4 5 4 1 Deal Size | Medium 🔀 Product Marketing Contracts/Agreements Searching/Reporting Contacts Deal Priority high Status Date Project# Complete & approve transaction report Conduct market research and analysis Develop marketing plan & package Project Search/Reports Include Complete and approve PTR Follo Set up maintenance plan Deal V Conduct Intial Research Product Name Described Sell product of Pro Negotiate contract Close out Project Execute contract Responsible Party Project Name Status N/A Products Inventory Remarketing Status Level Standard Project Top Deals **Create New Project** View/Edit Contacts Customer BellSouth View/Edit Project Report Report Report Report Entity Search/Report Marketing Inventory Reports hyodinle Projects •

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory Other Search Criteria Data4 Product Data3 View Project Search Results Customer Data2 Project Name Data1 Remarketing Status Level Unit Report Standard Project Create New Project Top Deals View/Edit Contacts BellSouth Customer Business View/Edit Project Report Report Report Search/Report Marketing Reports Module Projects •

INTERLIBETUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Priority Data11 Deal Size Data10 Status Product/Project Opp# BellSouth Patent Company Lead Support Est. Name Name Name Value Data1 Data2 Data3 Data4 Data5 Data5 Data8 Data8 Data8 Top Deals Report Standard Project Create New Project • Top Deals Customer View/Edit Project Search/Report Marketing Reports Module Projects

View/Edit Contacts

Remarketing

Report

Status Level

•

Report

BellSouth

Report

Business

INTERFERENT PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Customer Name | Customer Name 🗻 Customer Report Submit Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts BellSouth Business Unit Customer View/Edit Project Report Report Report Search/Report Marketing Reports Module Project •

INTE	HILECT	UAL PI	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	MANA	GEMENT	SYSTEN	
Product Inventory		Marketing	Contracts/Agree	ements Sear	Contracts/Agreements Searching/Reporting	Contacts	
Marketing Module	Customer Report	Report					
Create New Project	Customer Name Data 1	Product Name Data2	<u>Status</u> Data3	Value Data4	BellSouth Business Unit Data5	Opp.# Data6	
View/Edit Project							
Search/Report Projects							
Standard Project Reports							
 Top Deals Customer Report Remarketing Report Status Level Report BellSouth Business Unit 							

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Remarking Company Name Company Name 🔀 Remarketing Partner Report Cancel Submit Inventory Inventory Remarketing Status Level Standard Project Create New Project • Top Deals View/Edit Contacts BellSouth Customer Business View/Edit Project Report Report Report Search/Report Marketing Reports Module Projects •

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Product Marketing Contracts/Agreements Searching/Reporting Contacts	eting Remarketing Partner Report	New Project Remarketing Product Status Value Business Opp.# Sdit Project Dartner Name Status Value Business Opp.#	Data1 Data2 Data3 Data4]	lard Project rts	Top Deals Customer Report Remarketing	Report Status Level Report Report BellSouth	<u>Business</u> <u>Unit</u>	
Proc Inventory Inven	Marketing Module	Create New Project View/Edit Project	Search/Report Projects	Standard Project Reports	• Top Deals • Customer Report • Remarketi	Report Status Lever Report BellSouth	Business Unit	

INTERPRESENTATION PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Status Level Report Status Level N/A Cancel Submit Remarketing Standard Project Status Level Create New Project Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Report Report Search/Report Marketing Unit Reports Module Projects • ٠

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory Complete & approve transaction report Conduct market research and analysis Can Develop marketing plan & package Complete and approve PTR Set up maintenance plan Conduct Intial Research Negotiate contract Status Level Report Close out Project Execute contract Sell product Status Level N/A Submit Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts BellSouth Customer View/Edit Project Business Report Report Report Search/Report Marketing Reports Module Projects • ٠

INTERFERENCE PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Data10 $\frac{Deal}{Value}$ Company Product Remarketing Business | Personnel | Deal Size | Name | Partner | Unit | Personnel | Data9 Data8 Data7 Data6 Data5 Data4 Status Level Report #ddO Data3 Data2 <u>Level</u> Date Level Datal IP Product Inventory Inventory Remarketing Status Level Standard Project ${ m Top\ Deals}$ Create New Project View/Edit Contacts Customer **BellSouth** View/Edit Project Business Report Report Search/Report Projects Report Marketing Reports Module • •

INTIBILIBETIUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts BellSouth Business Unit Report **BSNET** BSCC BASC BSC BBS BSE BPC BST BBI BSI BellSouth Business Unit Cancel Submit Inventory Inventory Product Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Report Report Search/Report Marketing Unit Reports Module Projects •

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts BIPMARK Contact DataS BellSouth Contacts Data7 Customer Remarketing Deal Value Name Partner Data6 Bell South Business Unit Report Data5 Data4Product Name Data3 Status Data2 Entity Name Datal Inventory Inventory Product Remarketing Status Level Standard Project Create New Project • Top Deals Customer BellSouth View/Edit Project Report Report Report Search/Report Projects Marketing Reports Module • 0

View/Edit Contacts

Business

Unit

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> <u>Inventory</u> <u>Inventory</u> Please choose an option from the menu bar Contracts/Agreements on the left. Contracts/Agreements Contract/Agreement View/Edit Contacts Contract Reports Search Add

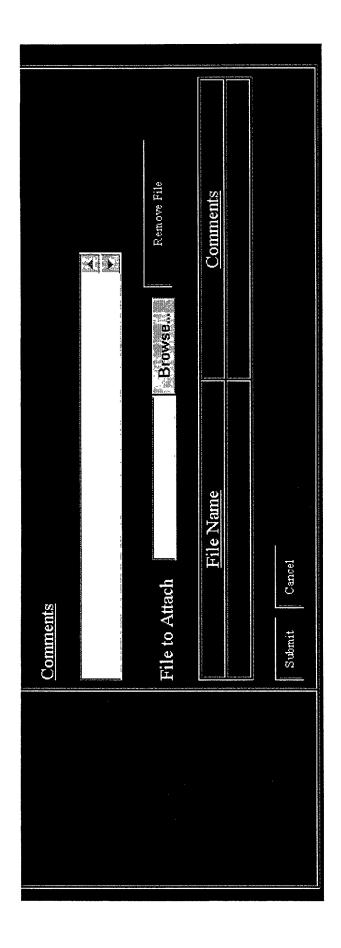
INTERPRESENTA	UAL PROPERTY MANAGEMENT SYSTEM	REMIENT SYSTEM
IP Product Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts	eporting Contacts
Contracts/Agreements Module	Add Contract/Agreement	
Add Contract/Agreement	Agreement Name	Agreement Number 12323
<u>Search</u> Contracts/Agreements	Agreement Type	Project Number
Contract Reports	Product	
View/Edit Contacts		
	Contract Summary	
		Jo u
	Exclusivity	Agreement
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FIG. 112

Termination or Renewal Terms	erms agus gans gr ar ar gang bhana agus agus agus agus agus agus agus agu	
Confidentiality Period	Notice Date	
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BellSouth Business Unit	ess Unit	
BellSouth Business Unit		Royalty Percentage
Add Bell South BU Re	J. Remove BellSouth BU	
Parties to the Contract	ıntract	
Company Name	Type	Contact
Add Party R	Ji Rem ove Party	

AddParty	Remove Party			
IP Covered by License	y License			
IP Type	Name	ð	Ref#	
Add Associated IP	Rem ove Associated IP			
Actions/Payments Due	nents Due			
Expected Actual Date Date	Action Type Amount.	Actual Expected Actual Internal Amount Action Action	Internal External Comments	ents
Add Action Item	Remove Action Item	Add Internal Party	Add External Party	
Comments				
		X		

FIG. 114



INTRADIDECTO	UAL PROPERTY MANAGEMENT SYSTEM
<u>IP</u> <u>Product</u> Inventory Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts
Contracts/Agreements Module	Add Contract/Agreement
Add Contract/Agreement	Agreement Name Agreement Number 12323
<u>Search</u> Contracts/Agreements	Agreement Type
Contract Reports	Administrative Services Agreement
View/Edit Contacts	Master Licensing Agreement Sublicensing Agreement
	(Services Agreement Sublease Agreement
	Type of Revenue .
	ments
	Description

FIG. 116

	INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM	AGEMENT SYSTEM
<u>IP</u> <u>Product</u> Inventory Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts	ng/Reporting Contacts
Contracts/Agreements Modute	Add Contract/Agreement	
Add Contract/Agreement	Agreement Name	Agreement Number 12323
<u>Search</u> Contracts/Agreements	Agreement Type	Project Number
Contract Reports	Product	
View/Edit Contacts		
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	Type of Revenue	Unique T&C Distribution License
	nents	Straight Use License Strategic Agreement
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FIG. 117

INTELLECT	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	GEMENT SYSTEM
Product Inventory Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts	g/Reporting Contacts
Contracts/Agreements Module	Add Contract/Agreement	
Add Contract/Agreement	Agreement Name	Agreement Number 12323
Search Contracts/Agreements	Agreement Type	Project Number
Contract Reports	Product	
View/Edit Contacts		
	Contract Summary	
	Exclusivity F	Form of Agreement
	Type of Revenue	Unique T&C
	Frequency of Pay Cash	
	Cash & Savings Description	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Product Marketing Contracts/Agreements Searching/Reporting Contacts Project Number Unique T&C One Time Up-Front License Fee w/ Future Royalties Due Agreement Form of One-time Development/Maintenance Savings Add Contract/Agreement • Quaterly Report/Royalty Payment Monthly Report/Royalty Payment One Time Up-Front License Fee Annual Report/Royalty Payment Contract Summary Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity Product Contracts/Agreements Inventory Inventory Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Search

FIG. 119

INTELL	LLECTUAL PROPERTY MANAGEMENT SYSTEM
P Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
Contracts/Agreements Module	Add Action
	Action Type Termination Notice 🔀 Expected Due Date
	Expected Amount Start of Period
	Expected Action End of Period
	Internal Contact External Contact
	Recurring Actions
	Date Repeat
	Comments:
	Submit Cancel

FIG. 120A

INTERPRESENT PROPERTY MANAGEMENT SYSTEM) Agreement Number Project Number <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory Unique T&C Agreement Form of Search Contracts/Agreements IJž. 2. Contract Summary Frequency of Payments Type of Revenue Agreement Name Agreement Type Exclusivity Description Product Contracts/Agreements Add Contract/Agreement <u>Search</u> Contracts/Agreements View/Edit Contacts Contract Reports

FIG. 121

Description	
Termination or Renewal Terms	
	The state of the s
Confidentiality Period	Notice Date
Effective Date	
enewal Date	Reason for Termination
BellSouth Business Units	
BellSouth Business Unit	Royalty Percentage
Add BellSouth BU Remove BellSouth BU	
Parties to the Contract	
Company Name Type	Oontact Contact
Add Party Remove Party	

	Add Party	rty Remove Party						
	$\overline{ ext{IP C}_0}$	Covered by License	se					
		IP Type	Name	Andrew Street,		Re	Ref#	
	Add IP	Remove IP						
	Action	ctions/Payments Due	<u> </u>					
	Expected Act	Actual Action Type Date	Expected A. Amount An	Actual Expected	ed Actual	Internal Contact	External	Comments
	Add A	Add Action	J. J					
	Comments	201						
					JA			
	 Full Text	l Text File Search						
FIG. 123	Submit	Cancel						

INTELLECTUA		L PROPERTY MANAGEMENT SYSTEM	IANAGEI	MENT S	YSTEM
<u>IP</u> <u>Product</u> Inventory Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts	/Agreements Se	earching/Repo	rting Contact	201
	Search Results	sults			
Add Contract/Agreement	Agreement	Agreement	Agreement	Project#	
Search Contracts/Agreements	Data1	$\frac{1 \text{Number}}{\text{Data2}}$	Data3	Data4	
Contract Reports					
View/Edit Contacts					

INTERLIBETION PROPERTY MANAGEMENT SYSTEM Form of Agreement Straight Use Agreement Number 12323 Product Marketing Contracts/Agreements Searching/Reporting Contacts Notice Date 2/14/2000 Project Number 1234 Unique T&C Text Frequency of Payments Annual Report/Royalty Payment License Confidentiality Period 2/14/2000 Contract/Agreement Description A nice piece of IP Termination or Renewal Terms Contract Summary Agreement Type Contract Agreement Name Name Type of Revenue Cash Exclusivity Exclusive Product Product Contracts/Agreements Inventory Inventory Add Contract/Agreement Search Contracts/Agreements View/Edit Contacts Contract Reports Module

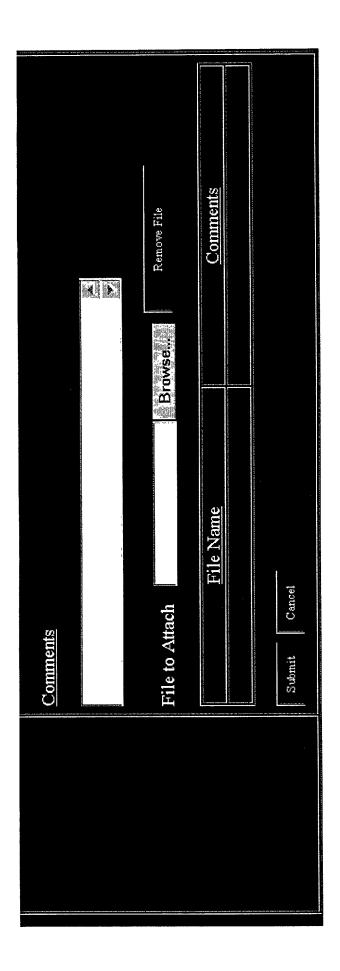
Confidentiality Period 2/14/2000 Effective Date 2/14/2000		Notice Date 2/14/2000
Termination/Renewal Date 2/14/2000 Reason for Termination None	2/14/2000 Reason fo	or Termination None
BellSouth Business Unit	ss Unit	
BellSouth Business Unit Cellular	<u>Unit</u> 100	Royalty Percentage
Parties to the Contract	ntract	
Company Name Party	<u>Type</u> Remarking	<u>Carter Pate</u>
IP Covered by License	cense	
IP Type Patent	Name Cell Phone	Ref# 1234
Actions/Payments Due	s Due	

Actions/Payments Due	
Expected Actual Action Type Expe Date Date Action Type Am	Expected Actual Expected Actual Internal External Comments Amount Action Action Contact Contact
Comments	
File Name	Comments
190日	

E INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Project Number Marketing Contracts/Agreements Searching/Reporting Contacts Unique T&C Agreement Form of Edit Contract/Agreement Termination or Renewal Terms Contract Summary Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity Description Product Contracts/Agreements Product Inventory Inventory Add Contract/Agreement <u>Search</u> Contracts/Agreements View/Edit Contacts Contract Reports

Contact Royalty Percentage Reason for Termination **4** | **5** Notice Date Type **BellSouth Business Units** Remove BellSouth BU Remove Party Parties to the Contract IP Covered by License BellSouth Business Unit Termination or Renewal Terms Termination/Renewal Date Effective Date Confidentiality Period Company Name Add BellSouth BU Add Party

IP Covered by License
IP Type Name Ref#
Add Associated IP Remove Associated IP
Action/Payments Due
Expected Due DateAction DateAction DateExpected Actual DateExpected Actual Action Action DateExpected Actual Action Action DateExternal External Action DateExternal External Date
Add Action Item Remove Action Item Add Internal Party Add External Party
Comments



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Please select a report from the left menu Contracts Reports Financial Report By Termination Report BellSouth Business Contract/Agreements Royalty/Reporting Inventory Inventory Requirements By Add Contract/Agreement Contracts/Agreements Contracts By Upcoming Contract Reports Period Date Search

								Annua sounder territoria										
Please select a report from the left menu	bar.																	
Search Contracts/Agreements	Contract Reports	Upcoming	Termination Report	Royalty/Reporting	Requirements By	<u>Date</u>	Contracts By	BellSouth Business	Unit	Financial Report By	Period	Financial Report By	BellSouth Business	Unit	Action Report	Party Report	View/Edit Contacts	

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Upcoming Termination Report End Date Period Covered By Report: Cancel Agreement Type Time Period Start Date Search Contract/Agreements Royalty/Reporting <u>Product</u> Inventory Inventory Add Contract/Agreement Requirements By Financial Report Contracts/Agreements Business Unit Contracts By Termination BellSouth Upcoming By Period Contract Reports Report Date Module Search

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts | Inventory Inventory | Invent Upcoming Termination Report End Date port: Marketing (External) Agreement Type PCO/Affiliates Internal Use Contract Search Contract/Agreements Royalty/Reporting Add Contract/Agreement Requirements By Financial Report Contracts/Agreements **Business Unit** Contracts By Termination Upcoming BellSouth By Period Contract Reports Report Date Module Search

FIG. 135

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Upcoming Termination Report End Date Period Covered By Report: Can Next 30 Days Next 60 Days **Next Year** Agreement Type Time Period Start Date Search Contract/Agreements Royalty/Reporting Add Contract/Agreement Requirements By Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming By Period BellSouth Contract Reports Report Date Module Search

FIG. 13

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Contract # Customer **Data6** Upcoming Termination Report Data5 Contract Name Data4 <u>Termination</u> <u>Date</u> Data3 Notice Date Data2 Effective Date Data1 Financial Report By Termination Report BellSouth Business Contract/Agreements Royalty/Reporting Inventory Inventory Requirements By Add Contract/Agreement Search Contracts/Agreements Contracts By Upcoming Contract Reports Period Date Unit Module

INTERFERENCE PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Royalty/Reporting Requirements By Date Report End Date Period Covered By Report: Cancel Agreement Type Time Period Start Date Search Contract/Agreements Royalty/Reporting Requirements By Add Contract/Agreement Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming BellSouth By Period Contract Reports Report Date Module Search

FIG. 138

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM

TP Product Mar Inventory	Iarketing Contracts/Agreements Searching/Reporting Contacts	ntracts	/Agree	ments	Search	ing/Rep	orting	Contact
Contract/Agreement Module	Royalty/Reporting Requirements By Date Report	y/Repo	orting	Requ	uireme	nts By	Date	
Add Contract/Agreement		Expected	<u>Actual</u>			ر امریان ۸	10 to	l or the A
Search Contracts/Agreements	Name Name	Due Date	Action ⁴ <u>Date</u>	Type	Amount	Amount	Action	Action
Contract Reports	Data	Data	Data	Data	Data	Data	Data	Data
Upcoming Termination								
Report								
Royalty/Reporting								
Requirements By Date								
Contracts By								
BellSouth Business								
Unit								
Financial Report By								
Period								
Financial Report By								
BellSouth Business								
Unit								

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>IP Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts BellSouth Business Unit Contracts By BellSouth Business Unit End Date Period Covered By Report: ***** Cancel Agreement Type Time Period Start Date Search OR Contracts By BellSouth Search Contracts/Agreements Upcoming Termination Requirements By Date Financial Report By Financial Report By BellSouth Business Contract/Agreements Royalty/Reporting Add Contract/Agreement Action Report **Business Unit** Contract Reports Period Report Unit Module

FIG. 140

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Mari	Marketing Contracts/Agreements Searching/Reporting Contacts
Contract/Agreement Module	Contracts By BellSouth Business Unit
Add Contract/Agreement	Period Covered By Report: Date Report Run:
Search Contracts/Agreements	
Contract Reports	
Upcoming Termination	Product Parties Date
Report	Data Data Data Data Data
Royalty/Reporting	
Requirements By Date	
Contracts By BellSouth	
Business Unit	
Financial Report By	
Period	
Financial Report By	
BellSouth Business	
Unit	
Action Report	

INTERPRESENTATE PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts End Date Financial Report By Period Period Covered By Report: Cancel Agreement Type Time Period | . Start Date Search Contract/Agreements Royalty/Reporting Inventory Inventory Add Contract/Agreement Requirements By Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming By Period BellSouth Contract Reports Report <u>Date</u> Module Search

FIG. 142

Marketing Contracts/Agreements Searching/Reporting Contacts Amount Date Due Contact Data Period Covered By Report: Date Report Run: Data Data Financial Report By Period Parties Data Contract BellSouth Data Name Data Contracts By BellSouth Search Contracts/Agreements **Upcoming Termination** Requirements By Date Financial Report By Financial Report By BellSouth Business Royalty/Reporting Contract/Agreement Inventory Inventory Add Contract/Agreement Product Action Report Business Unit Contract Reports Period Unit Module

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Inventory Inventory (Marketing Contracts/Agreements Searching/Reporting Contacts) <u>.</u> Financial Report By BellSouth Business Unit BellSouth BU End Date Period Covered By Report: Cancel Agreement Type Time Period Start Date Search OR BellSouth Business Unit Contracts By BellSouth Search Contracts/Agreements Upcoming Termination Requirements By Date Financial Report By Financial Report By Contract/Agreements Royalty/Reporting Add Contract/Agreement Action Report Business Unit Party Report Contract Reports Report Period

FIG. 14

Product Mar Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts
Contract/Agreement Module	Financial Report By BellSouth Business Unit
Add Contract/Agreement	Period Covered By Report: Date Report Run:
Search Contracts/Agreements	nts
Contract Reports	BellSouth Agreement Expected Actual
Upcoming Termination	on Unit Name Amount Amount Due
Report	Data Data Data Data Data Data
Royalty/Reporting	
Requirements By Date	ate and a second
Contracts By BellSouth	the
Business Unit	
Financial Report By	
<u>Period</u>	
Financial Report By	
BellSouth Business	
Unit	
Action Report	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Period Covered By Report: Action Report Agreement Type Cancel Action Type Time Period Start Date Sort 2: Sort By: Sort 1: Sort 3: Search OR Search Contracts/Agreements Contracts By BellSouth Upcoming Termination Requirements By Date Financial Report By Financial Report By BellSouth Business Royalty/Reporting Inventory Inventory Contract/Agreement Add Contract/Agreement Business Unit Action Report Contract Reports Report Period Unit Module

FIG. 146

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts End Date Sort 1: Internal Responsible Party 🔀 Sort 2: External Responsible Party 🔨 External Responsible Party Internal Responsible Party Period Covered By Report: Contract Name Action Report Agreement Type Due Date Action Type . Time Period Start Date Sort By: Search Sort 3: OR Search Contracts/Agreements Contracts By BellSouth Upcoming Termination Requirements By Date Financial Report By Financial Report By **BellSouth Business** Royalty/Reporting Inventory Inventory Contract/Agreement Add Contract/Agreement Action Report **Business Unit** Darty Penar Contract Reports Period Report Unit Module

FIG. 147

<u>Product</u> Inventory Inventory ■	Marketing Contracts/Agreements Searching/Reporting Contacts	Contract	s/Agree	ments <u>S</u>	earching/	Reportin	ig Contact	v 2
Contract/Agreement Module	Action Report	Report						
Add Contract/Agreement	Period Co	Period Covered By Report:	Report		Date Report Run:	Sum:		
<u>Search</u> Contracts/Agreements								
Contract Reports	Expected Agreement Due Date Name	Agreement <u>Name</u>	Action Type	Expected Expected Action Amount	Expected Amount	<u>Internal</u> Contact	External Contact	
Upcoming	Data	Data	Data	Data	Data	Data	Data	
<u>Termination</u>								
Report								
Royalty/Reporting								
Requirements By								
<u>Date</u>								
Contracts By								
BellSouth								
<u>Business Unit</u>								
Financial Report								
By Period								

INTERPRECE	JAL PROPERTY MANAGEMENT SYSTEM
<u>IP Product</u> Mar Inventory Inventory	rketing Contracts/Agreements Searching/Reporting Contacts
Contract/Agreements Module	Party Report
Add Contract/Agreement	
<u>Search</u> Contracts/Agreements	Agreement Type . Add Party
Contract Reports	Period Covered By Report:
Upcoming	
Termination Report	Start Date End Date
Royalty/Reporting	OR
Requirements By	Time Period
Date	
Contracts By	Search Cancel
BellSouth Business	
Unit	
Financial Report By	
Period	

INTERPLEMENT	ECT		PROPE	RTY	MAN	AGBM.	ENT S	L PROPERTY MANAGEMENT SYSTEM
IP Product Inventory		arketing C	ontracts/A	greement	s Searchin	g/Reporti	Marketing Contracts/Agreements Searching/Reporting Contacts	
Contract/Agreements Module	ents	Party	arty Report					
Add Contract/Agreement	ient	Period C	Period Covered By Report:	Report:	Date Report Run:	ort Run:		
Search Contracts/Agreements	গ্ৰ							
Contract Reports		Parties	Agreement <u>Name</u>	BellSouth Business Theit	<u>Amount</u> <u>Due</u>	Date Due	External Contact	
Upcoming		Data	Data	Data	Data	Data	Data	
Termination Report	eport							
Royalty/Reporting	rting							
Requirements By	By							
<u>Date</u>								
Contracts By								
BellSouth Business	siness							
Unit								
Financial Report By	ort By							
Period								

IP Product Marketing C Inventory Inventory	keting Contracts/Agreements Searching/Reporting Contacts	g Contacts
Seurching/Reporting Module		
Contract Reports		
Upcoming Termination Report	Cross Module Searching	
Royalty/Reporting		
Requirements By Date		
Contracts By BellSouth Entity		
Report		
Financial Report By Period		
Financial Report By BellSouth		
Entity		
Action Report		
Party Report		
Ctendend Ductiont Denoute		***************************************
standar i Lolect ivelores		
<u>Top Deals</u>		
Customer Report		
Remarketing Report		
Status Level Report		
BellSouth Entity Report		

 $rac{P}{Inventory} rac{Product}{Marketing Contracts/Agreements Searching/Reporting Contacts}$ || |} Operator and 💌 Criteria 2 Cross Module Searching Criteria 1 Cancel Output Display: Search Where: Item5 Item2 Item3 Item4 Item1 Royalty/Reporting Requirements By BellSouth Entity Financial Report Financial Report Reporting Module Contract Reports By BellSouth Contracts By Termination Upcoming By Period Report \mathtt{Report} Entity

Product Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory

Reporting Module	Cross Mo	Cross Module Searching	
Contract Reports	Output Display:	splay:	
Upcoming	Item1	Patents 🛬	
<u>Termination</u>	Item2	Trademarks 🔀	
Report	Item3	Trade Secrets	
Royalty/Reporting	Item4	Copyrights	
Requirements By	Item5		
<u>Date</u>		Datente	
Contracts By	<u>Where:</u>	Trademarks	
BellSouth Entity		Trade Secrets	
Report		Products	
Financial Report	Operator	Operator Marketing Opportunties Contracts	
By Period	J 100 00 100 100 100 100		
Financial Report			
By BellSouth	Search	Cancel	
Entity	and white the second		

<u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Reporting Module	Cross Mo	Cross Module Searching		
Contract Reports	Output Display:	isplay:		
Upcoming	Item1	Patents		
Termination	Item2	Trademarks	Fatent App# Patent Docket #	
Report	Item3	Trade Secrets	Trademark Name	
Royalty/Reporting	Item4	Copyrights	I rademark Application #	
Requirements By	Item5	Products	Trade Secret Name	
Date	,		Copyright Name BellSouth Entity	
Contracts By	<u>where:</u>		Product Name	
BellSouth Entity	A CANADA			The second
Report	A pag	***************************************		
Financial Report	Operator			
By Period				
Financial Report				
By BellSouth	Search	Cancel		
Entity	engalastaka (12° ga			

<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>

Reporting Module	Cross Mo	Cross Module Searching	
Contract Reports	Output Display:	isplay:	
Upcoming	Item1	Patents	Trademark Application # 🗻
<u>Termination</u>	Item2	Trademarks	Trademark Docket # Trade Secret Name
Report	Item3	Trade Secrets	Copyright Name
Royalty/Reporting	Item4	Copyrights	Bell South Entity Product Name
Requirements By	Item5	Products	BellSouth Business Unit
Date			Contacts Opportunity Name
Contracts By	<u>where:</u>		Agreement Name
BellSouth Entity	A A A A A A A A A A A A A A A A A A A		BellSouth Business Unit
Report		Sport State Criteria 2	
Financial Report	Operator		
By Period			
Financial Report			
By BellSouth	Search	Cancel	
Entity			

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Customer <u>Parties</u> Data Data. Cross Module Searching Marketing Contracts Name Name Data Data Contracts By BellSouth Upcoming Termination Requirements By Date Financial Report By Financial Report By Royalty/Reporting Inventory Inventory Product BellSouth Entity Reporting Module Contract Reports Action Report Standard Project Entity Report Party Report Report Period

Top Deals

Reports

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory View/Edit Contact Search for Contact Add Contact View/Edit Contacts

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Attached Files Comments Remove Event Search for Contacts BellSouth Sub-entity Company Name Date Add Event Type N/A Contacts Events Create Contacts View/Edit Contacts

Contacts			
Name	Title	Country	
$\overline{Address1}$	Address2	City	
State	Zip	Phone	
Individual Contact Events	ts		
Date	Comments	Attached Files	
Add Event	Remove Event		
Search Cancel			

YSTEM			
TENT S	ting Contacts		Phone Data
NAGEN	hing/Report		Type Data Title Data
L PROPERTY MANAGEMENT SYSTEM	<u> Product Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory	<u>acts</u>	BellSouth Sub-entity Data Data Data
INTERPRESENDAL P	uct tory Marketing Con	Search for Contacts	Company Name Data
HERMIN	<u>IP</u> Prod Inventory Inven		Create Contacts View/Edit Contacts

INTERFERENT PROPERTY MANAGEMENT SYSTEM <u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Phone 201-596-8000 presentation.doc Attached Files City New York Country USA Meeting with Tom Comments Title Associate View/Edit Individual Contact $Z_{ip} 07000$ Address2 Individual Contact Events Address 1123 Smith Name Carter Pate 2/20/2000 Date State NJ 超进 Create Contacts View/Edit Contacts

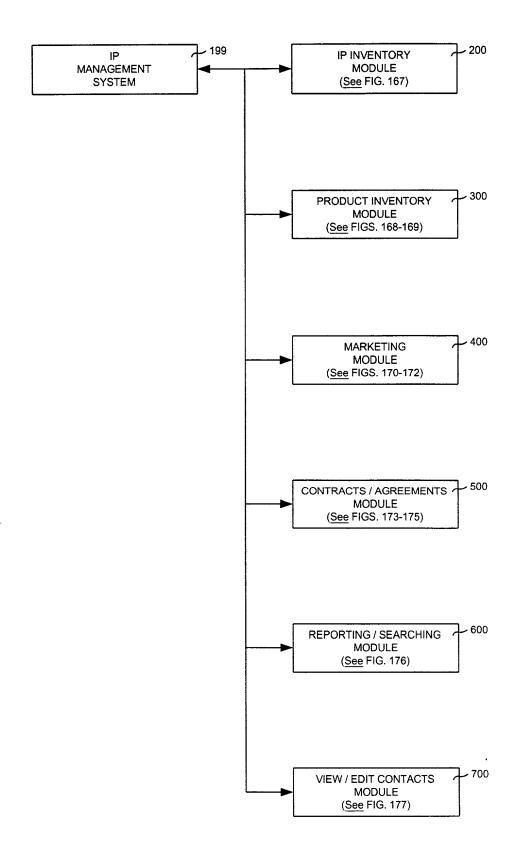
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Attached Files Country Phone City Comments Add/Edit Individual Contact Address2 Remove Event Title diZ Individual Contact Events Cancel Date Add Event Address1 Submit Name State Inventory Inventory Product Create Contacts View/Edit Contacts

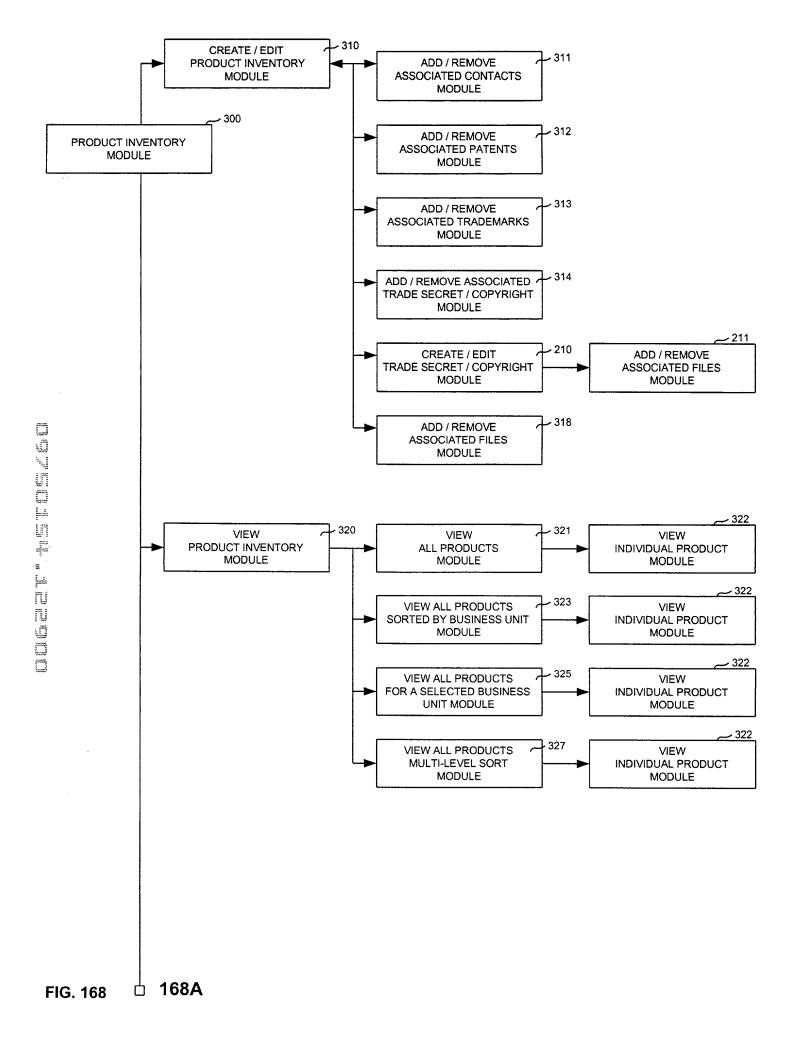
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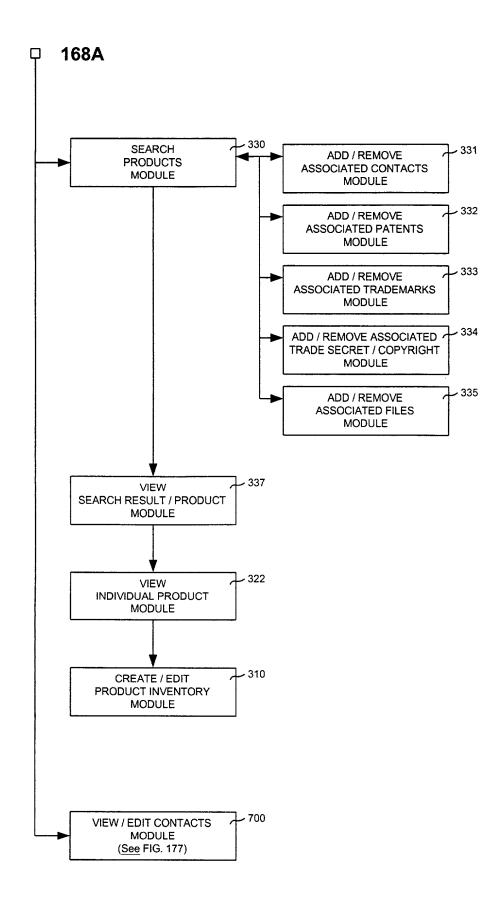
SYSTEM	ts								
AGEMENT	ng/Reporting Contac						Attached Files		
L PROPERTY MANAGEMENT SYSTEM	Marketing Contracts/Agreements Searching/Reporting Contacts						Comments	Remove Event	
		Add/Edit Contact	Company Name	BellSouth Sub-entity	Type IP Group 🔣	Events	<u>Date</u>	Add Event	Contacts
INTELLECTUA	<u>TP</u> <u>Product</u> Inventory Inventory	T .	Create Contacts (View/Edit Contacts					

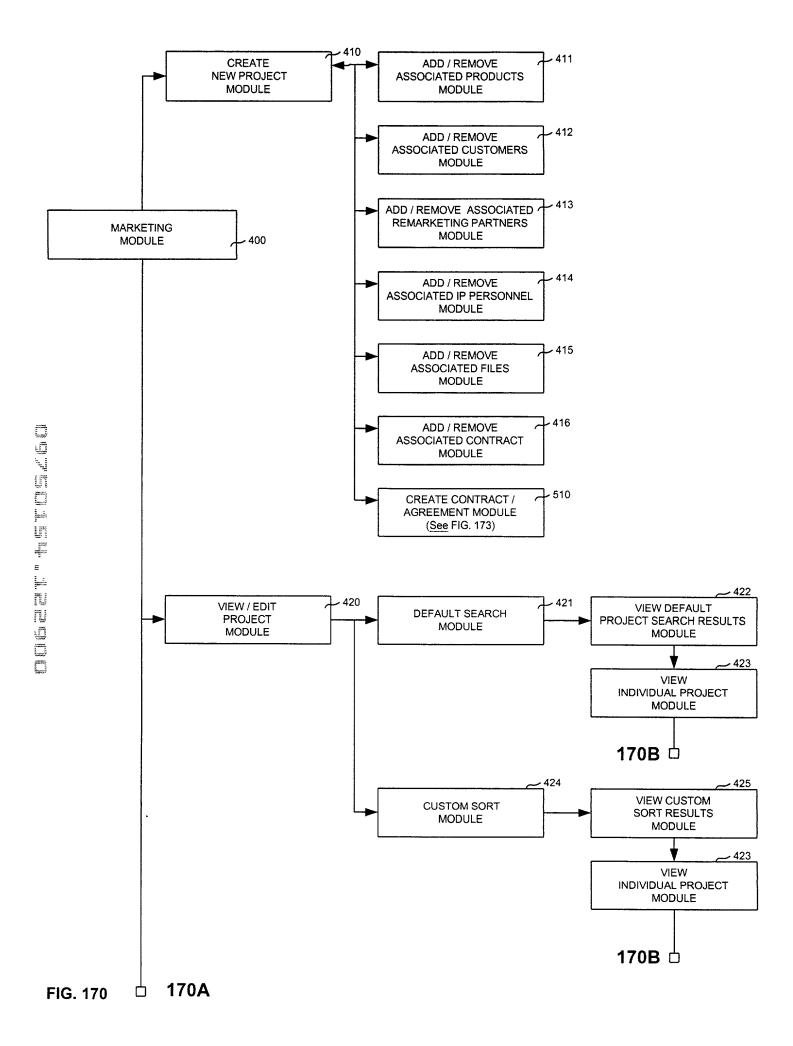
Contacts	
Name Title Address1 Address2 City State Country Zip Phone Comments	
Add Contact Remove Contact	
Submit Cancel	

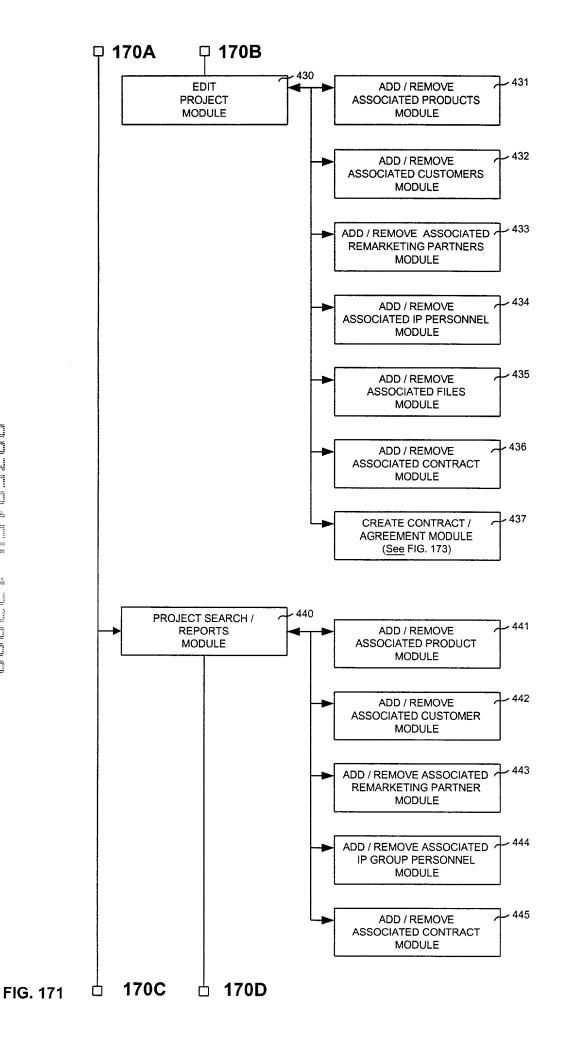
Document #: 1033792 v.6











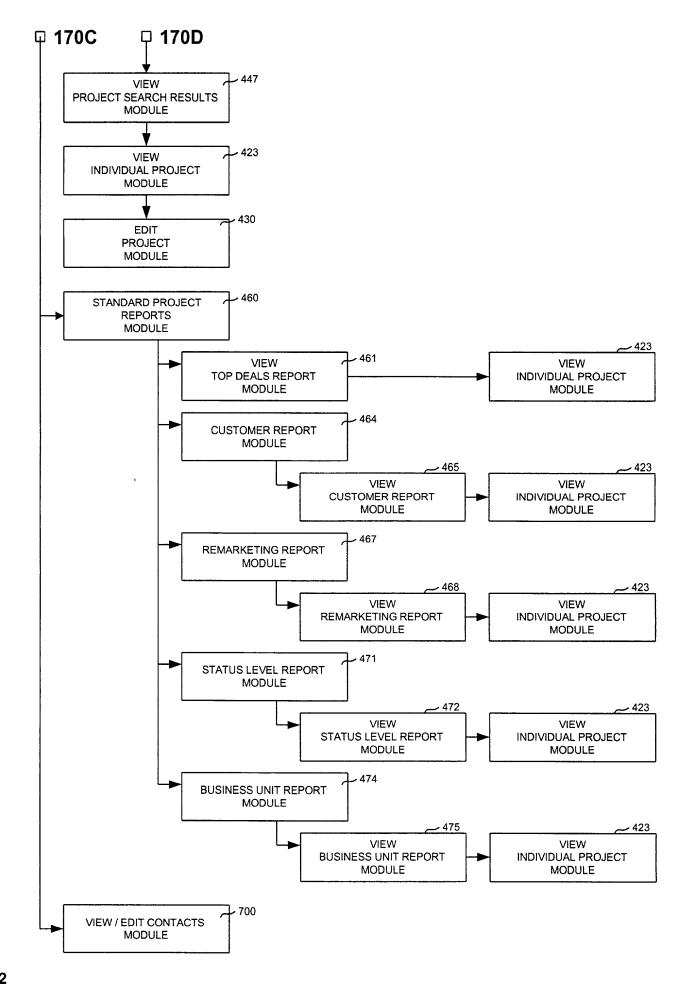
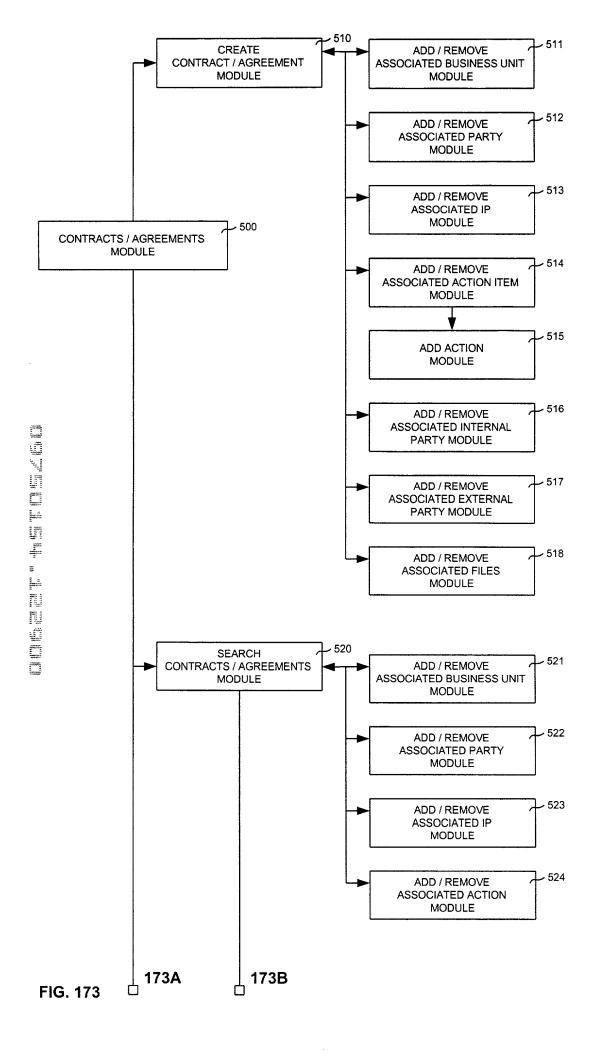
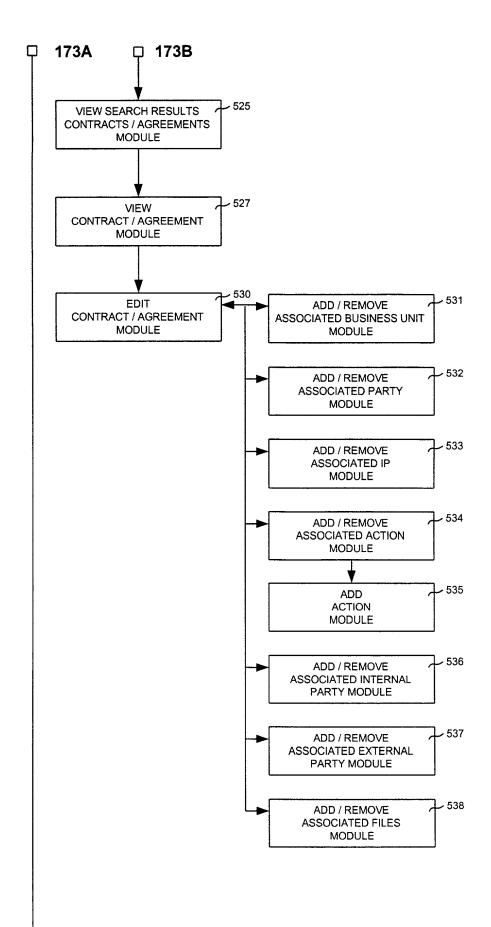
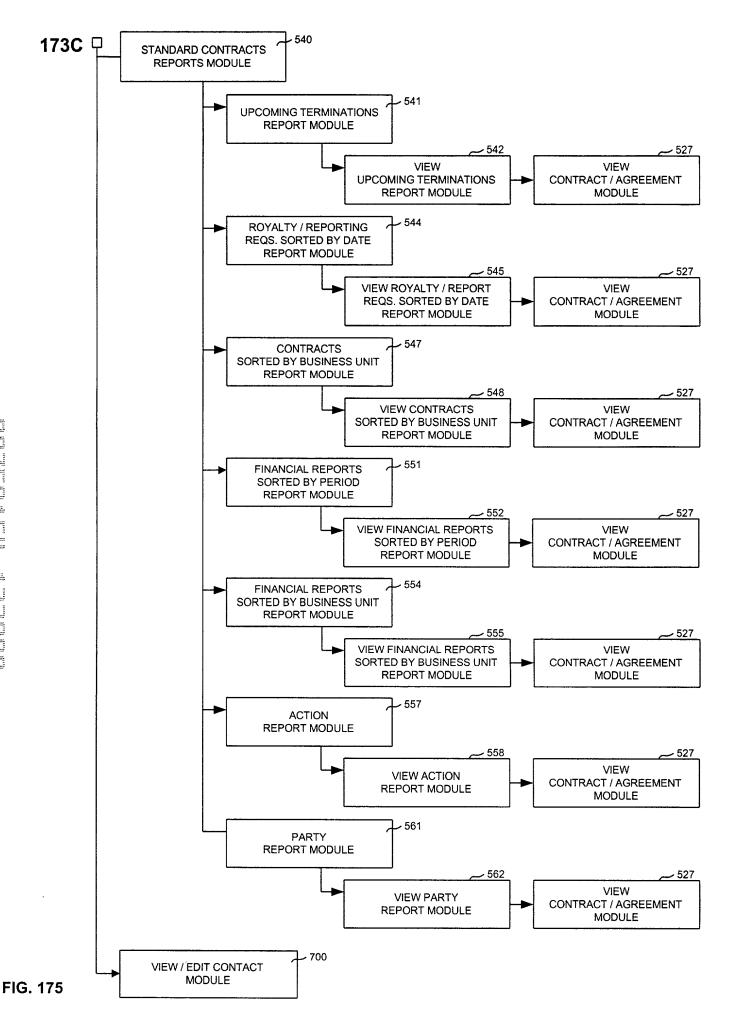
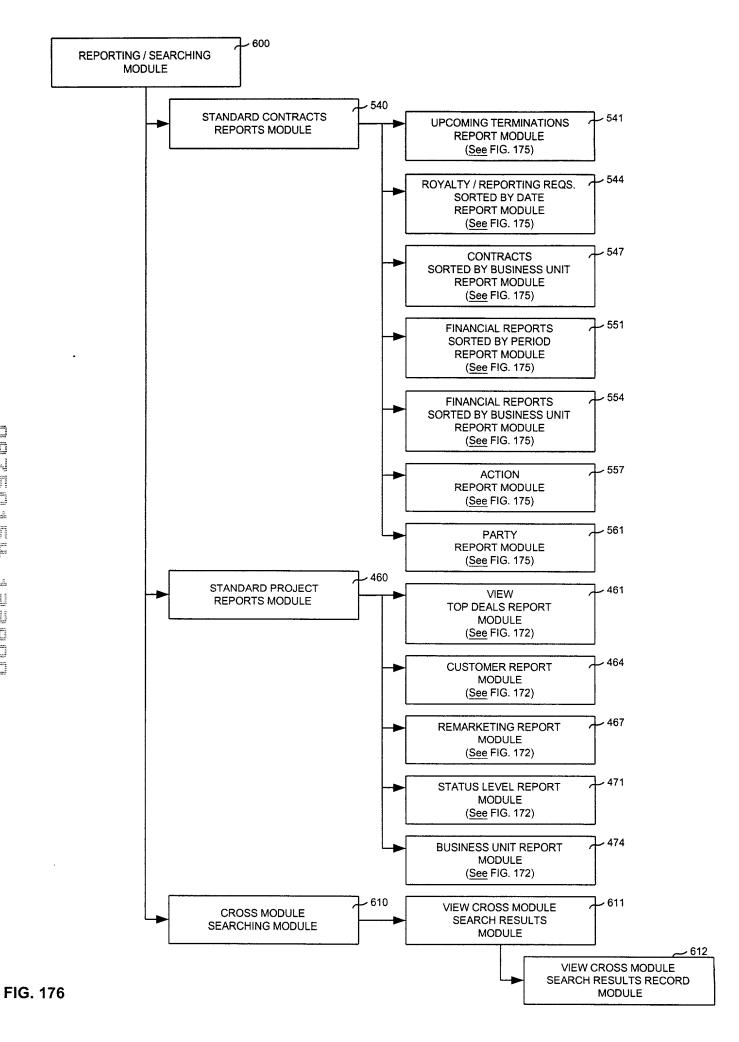


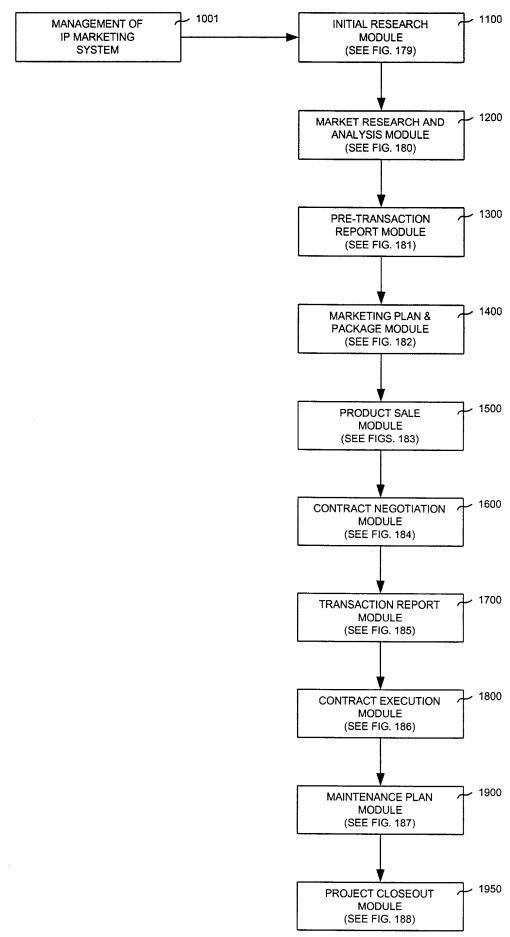
FIG. 172

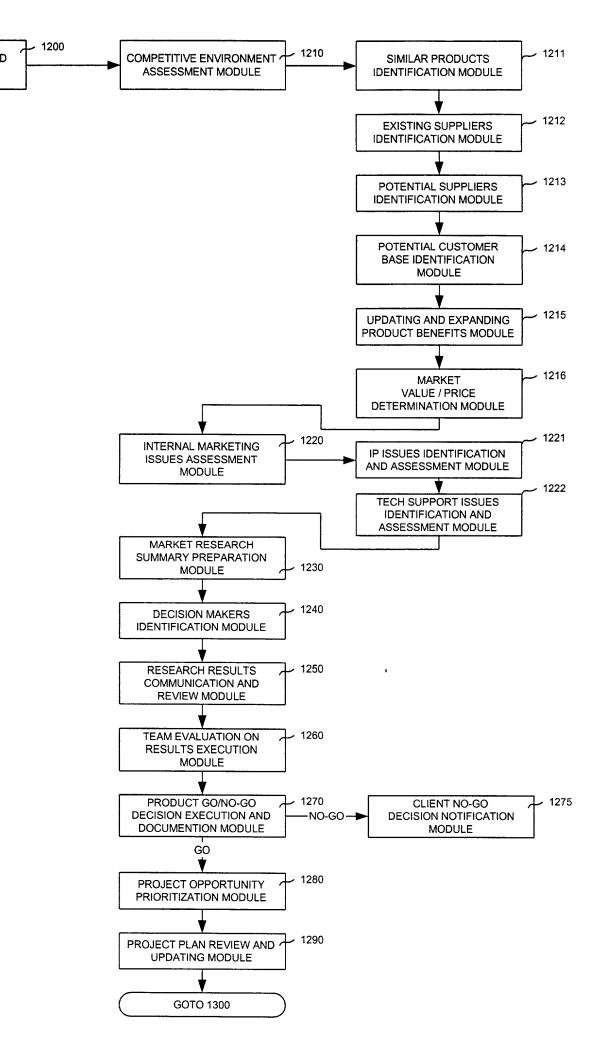


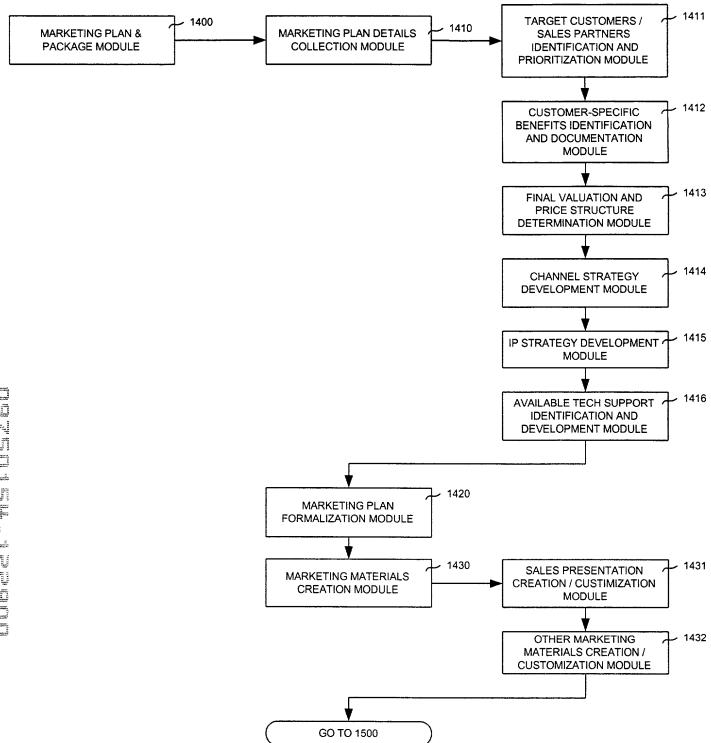


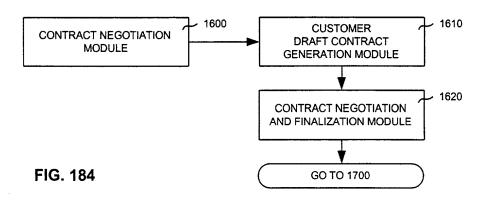


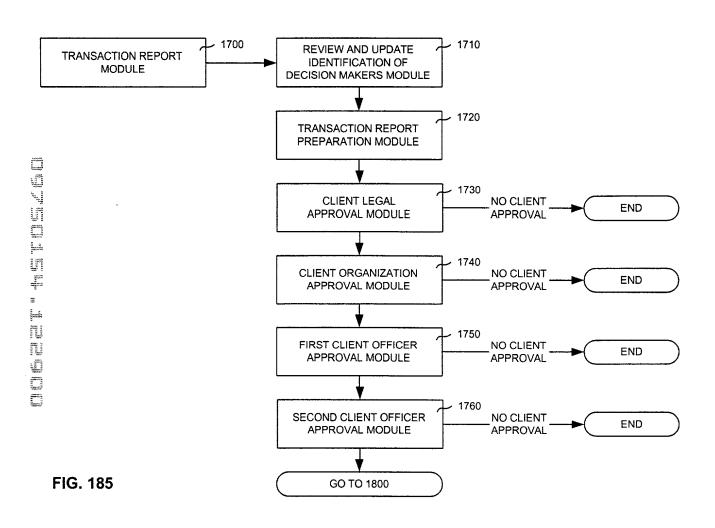


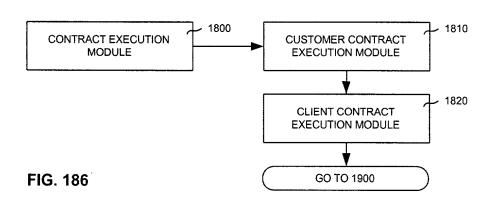


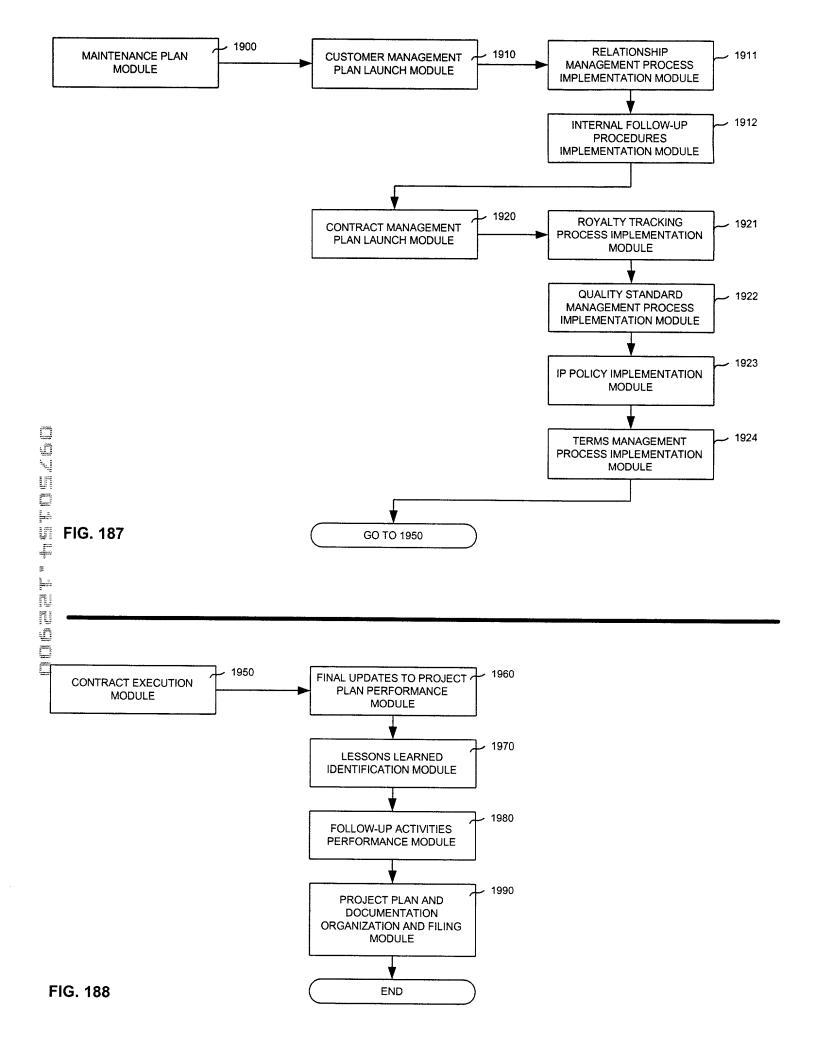












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			The state which the state of th		Project Template Project Plan	Jan II					
9	0	WBS	Task Name	Duration	Start	Finish Pred	Succ	% Comp	Õ	Resources	
		1	Conduct Initial research	5 days	Mon 1/3/00	8		%0		Product Mgr	
5		2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00		%0	8	Mktg Analyst	
હ		က	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Frl 2/11/00		%0	2	Product Mgr	
88		4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00		%0	S S	Mktg/Sales Rep	
52	1	52	Sell product	50 days	Mon 2/14/00	Fri 4/21/00		%0	Š	Mktg/Sales Rep	
88		9	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00		%0	ટ્ટ	Contract Mgr	
69		7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00		%0	2	Contract Mgr	_
78		8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00		%0	S	Contract Mgr	
6 <u>/</u>		6	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00	88	%0	S.	Mktg/Sales Rep	
88	颐	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00		%0	Yes	Project Lead	
<u> </u>	FIG. 189	6					<u>.</u>				
Project	. Template	, Draft -	Project Template, Draft - Mon 3/27/00							Page 1 of 2	Τ

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2.1.3 ID potential suppliers 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 41 0% No 2.1.4 ID potential customer base 4 days Mon 1/10/00 Thu 1/13/00 41 0% No 2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.1.6 Determine market value/price 4 days Mon 1/10/00 Thu 1/13/00 2.4 0% No 2.2.1 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.2.2.1 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.2.2.2 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	potential suppliers 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 Thu 1/13/00 No Mktg Anal Mktg Anal Mktg Anal Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 W Mktg Anal Mktg Anal Mktg Anal Mktg Anal Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 No Mktg Anal Mktg		2.1	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	
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2.1.5 Update & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 2.1.6 Determine market value/price 4 days Mon 1/10/00 Thu 1/13/00 2.2 Assess internal marketing issues 4 days Mon 1/10/00 Thu 1/13/00 2.2 Assess internal marketing issues 4 days Mon 1/10/00 Thu 1/13/00 0% No 2.2.1 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	date & expand product benefits 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 Thu 1/13/00 Thu 1/13/00 Wo mktg Anal Nittg Anal Nor 1/10/00 Mon 1/10/00 Thu 1/13/00 12 24 0% No Product Mistg Anal Nor 1/10/00 & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No Product Mistg Anal Nor 1/10/00 FIG. 191 FIG. 191 No Product Mistg Anal Nor 1/10/00		2.1	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	%0	ટ	
2.1.6 Determine market value/prices 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 2.2 Assess Internal marketing issues 4 days Mon 1/10/00 Thu 1/13/00 12 2.4 0% No 2.2.1 ID & assess IP issues 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 0% No 2.2.2 ID & assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	B. assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 T2 24 0% No Product Mon 1/10/00 B. assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 Thu 1/13/00 No Product Mon		2.1	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	
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iD & assess tech support Issues 4 days Mon 1/10/00 Thu 1/13/00 0% No	8 assess tech support issues 4 days Mon 1/10/00 Thu 1/13/00 0% No Product M			2.2.1	ID & assess IP Issues	4 days	Mon 1/10/00	Thu 1/13/00			%0	ટ	
	FIG. 191		2.2	2.2.2	iD & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			%0	9N	

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	0	WBS	Park Name	Duration	Start	Finish	Pred	Succ	% Comp	De.	Resources
-	1	2.3	+	1 day	Fri 1/14/00	Fri 1/14/00	14,21	28	% 0	Yes	Yes Mktg Analyst
22	1	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	%0	Yes	Product Mgr
28		2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	%0	8	Mktg Analyst
27		2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	28	28	%0	S	Product Mgr
88	(1)	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	%0	Yes	Product Mgr
28	囤	2.8	Prioritize project opportunity or notify client of no	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,4	%0	Yes	Product Mgr
೫		2.9		1 day	Fri 1/21/00	Fri 1/21/00	28		%0	Yes	Product Mgr
ਲ		6	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			% 0	ž	Product Mgr
32	圎	3.1		1 day	Mon 1/24/00	Mon 1/24/00	29		%0	Yes	Mktg Analyst
83		3.2	Notify IPMANof potential sale/move patent	1 day	Mon 1/24/00	Mon 1/24/00			%0	2	Product Mgr
ह		3.3	<u> </u>	5 days	Mon 1/24/00	Frl 1/28/00	29	36	%0	Yes	Product Mgr
88	1	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		%	Yes	Product Mgr
98	avelous spellers on the season of	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	*	37	%0	Yes	Product Mgr
37		3.6	Gain VP Corporate Development approval	3 days	Frt 2/4/00	Tue 2/8/00	36	38	%0	Yes	Product Mgr
38		3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Frl 2/11/00	37	52	%0	Yes	Product Mgr
စ္တ		4	Develop marketing plan & package	15 days	Mon 1/24/00	Frl 2/11/00			% 0	2	Mktg/Sales Rep
\$	6 3	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Frl 1/28/00	28	47	% 0	Š	Mktg/Sales Rep
14		4.1.1		5 days	Mon 1/24/00	Fri 1/28/00	18,29		%0	≺es	
24	1	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fr 1/28/00			%0	≺es	
43	1	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			%0	Yes	
4	****	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			%	Yes	Mktg/Sales Rep
55		4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			%0	2	Mktg/Sales Rep
84		4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Frl 1/28/00			%0	2	Mktg/Sales Rep
P. P.	ect Templa	ite, Draft	Project Template, Draft - Mon 3/27/00 FIG. 192								Page 2 of 6
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Wigs Task Manne Consider marketing plan 5 days Mon 15100 Fit 24100 40 50.49 70.40 10 50.49 70.40 10 50.49 70.40 10 50.49 70.40 10 50.49 70.40 10 50.49 70.40 10 50.49 70.40 10 50.49 70.40 10 50.49 70.40 10 50.40 70.40 10 50.40 70.40 10 50.40 70.40 10 50.40 70.40 10 50.40 70.40			. [man, man, that the tage		None Vice: IT I COMP RATE TO MANY AND UNDER THE				,	2	Document
4.2 Formatize marketing palan 5 days Mon 17100 Fig 24700 Fig 2470 Corest marketing materials Corest marketing materials 6 days Mon 27700 Fif 2470 7 mon 27700 Fif 2470 7 mon 27700 Fif 24700 7 mon 27700 Fif 24700 7 mon 27700 Fif 24700 7 mon 27700 Mon 27700 Fif 247100 7 mon 27700 Fif 247100 Fif			WBS	Task Name	Duration	Start	-	pad	Succ	% Comp	<u></u>	Mkto/Sales Red
4.3.1 Create marketing materials 5 days Mon 27/100 Fr 27/100 47 No. No. 4.3.2 Create/customize sales presentation 5 days Mon 27/100 Fr 27/100 47 No. No. 5.3 A.3.2 Create/customize other marketing materials 5 days Mon 27/100 Fr 4/21/00 47 No. Yes 5.1 Nate initial contact with customer(s) leales 3 days Mon 27/10 Wed 2/20/00 5 5 Yes Yes 5.2 Obbian ND from customer(s) leales 5 days Mon 27/10 Wed 2/20/00 5 5 Yes Yes 5.3 Coordinate & plan sales meeting 10 days Thu 2/4/10 Wed 2/20/00 5 5 Yes Yes 5.3 Coordinate & plan sales meeting 10 days Thu 2/4/10 Wed 2/20/00 5 5 Yes Yes 5.5 Perform proventy gailes activities 1 day Fri 2/100 Fri 2/100 5 5 Yes Yes 5.5 Perform pr			4.2	Formalize marketing plan	5 days	Mon 1/31/00		2	94,00	80	2	or composition
4.3.1 Createfucuertom/ze sales presentation 5 days Mon 27/100 Fri 27/100 47 Ves Yes 4.3.2 Createfucuertom/ze other merkeling materials 5 days Mon 27/400 Fri 27/100 47 Yes Yes 5.1 Nake initial contact with customer(s)/sales 3 days Mon 27/400 Fri 27/100 47 Yes Yes 5.2 Obbian NDA from customer/sales partner 5 days Mon 27/400 Wed 2/20/00 S2 54 O'K Yes 5.3 Coordinate & jain sales meeting 10 days Thu 27/400 Wed 2/20/00 S2 54 O'K Yes 5.5 Diplan NDA from customer/sales meeting 1 day Thu 27/400 Wed 2/20/00 S2 54 O'K Yes 5.6 Diplan NDA from customer/sales partities 1 day Thu 27/400 Fri 27/100 S5 55 57 O'K Yes 5.6 Perform follow-up sales activities 1 day Thu 27/400 Fri 27/100 S5 55 57 O'K Yes 5.0 Perform per apolitation activities <td></td> <td></td> <td>4.3</td> <td>Create marketing materials</td> <td>5 days</td> <td>Mon 2/7/00</td> <td>Fri 2/11/00</td> <td></td> <td></td> <td>%0</td> <td>ž</td> <td>Product Mgr</td>			4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			%0	ž	Product Mgr
4.3.2 Coverible/custombae other marketing materials 5 days Mon 27/100 Fri 27/11/00 47 0 0% Ves 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00		13		%0	Xes	
6.1 Imake initial contact with customeric/seales 5 days Mon 2/14/00 Fir 4/21/00 60 fe/s Fir 4/21/00 Fir 4/21/00 60 fe/s No	1		4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00		23		%0	≻es	Product Mgr
\$1.1 Make Initial contact with customer/splasies 3 days Mono 21/4/00 Wed 21/2/00 53 0% Yes \$2.2 Obstantias Deathors 5 days Thu 21/4/00 Wed 22/2/00 55 54 0% Yes \$3.3 Coordinate & plan safes meeting 10 days Thu 21/4/00 Thu 39/00 54 56 0% Yes \$5.4 Coordinate & plan safes meeting 1 day Thu 21/4/00 Fri 37/00/00 57 66 0% Yes \$5.5 ID follow-up safes activities 5 days Mon 3/30/00 Fri 37/10/0 66 57 0% Yes \$5.6 Perform follow-up safes activities 5 days Mon 3/30/0 Fri 3/31/0 65 66 66 67 Yes \$5.7 Finalize safes decision 1 day Mon 4/30/0 Fri 4/30/0 67 68 66 66 7 7 7 \$5.1 Perform follow-up safes activities 1 day Mon 4/30/0 Fri 4/31/0 68 68 <t< td=""><td></td><td></td><td>10</td><td>Sell product</td><td>50 days</td><td>Mon 2/14/00</td><td>Fri 4/21/00</td><td></td><td></td><td>%0</td><td>Š</td><td>Mktg/Sales Re</td></t<>			10	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			%0	Š	Mktg/Sales Re
S.2 Obtain NDA from customen/sales partner 5 days Thu 2/17/10 Wed 2/23/00 52 54 0% Yes 5.4 Coordinate & plan sales meeting 10 days Thu 2/24/00 Wed 3/20/00 54 56 0% Yes 5.4 Coordinate & plan sales meeting 1 day Thu 2/24/00 Fri 3/10/00 54 56 67 0% Yes 5.5 10 follow-up sales activities 5 days Mon 3/13/00 Fri 3/10/00 57 67 0% Yes 5.7 Finalize sales decision 1 days Mon 3/20/00 Fri 3/10/00 56 57 7 7 7 5.1 Preform tollow-up sales activities 5 days Mon 3/20/00 Fri 3/17/00 56 67 0% Yes 5.1 Preview & update project plan 1 days Mon 4/200 Mon 4/21/00 58 60 0% Yes 5.10.2 Conduct meeting project plan 1 days Mon 4/200 Fri 4/21/00 68 63 69 60 <	1		5.1	Make Initial contact with customer(s)/sales	3 days	Mon 2/14/00		38	53	%0	Yes	Mktg/Sales Rep
5.3 Coordinate & plan sates meeting 10 days Thu 2/24/00 Ved 3/8/00 55 50 70% Yes 5.4 Conduct sates meeting 1 day Thu 3/8/00 Frt 3/10/00 55 57 0% Yes 5.5 1D follow-up sates activities 1 day Hrt 3/10/00 Frt 3/10/00 65 57 0% Yes 5.6 A. Conduct sates activities 5 days Mon 3/13/00 Frt 3/11/00 65 68 0% Yes 5.7 Finalize sates decision 10 days Mon 4/3/00 Frt 3/11/00 65 68 0% Yes 5.8 A. Cocurrient going go sate decision 1 day Mon 4/3/00 Frt 3/11/00 65 68 0% Yes 5.9 A. Review & update project plan 1 day Mon 4/3/00 Frt 4/11/00 68 63 0% Yes 5.10 Performent going go sate decision 1 day Mon 4/3/00 Frt 4/11/00 68 63 0% Yes 5.10 Performen			5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00		25	32	%0	Yes	
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5.5 ID follow-up sales activities 1 day Fri 3/10/00 Fri 3/10/00 56 57 0% Yes 5.6 Perform follow-up sales activities 5 days Mon 3/13/00 Fri 3/17/00 56 58 0% Yes 5.7 Finalize sales decision 10 days Mon 4/3/00 Fri 3/17/00 57 58,60,62 0% Yes 5.8 Document going posale decision 1 day Mon 4/3/00 Mon 4/3/00 56 6 0% Yes 5.9 Review & update project plan 1 day Mon 4/3/00 Fri 4/14/00 56 6 0% Yes 5.10.1 Perform pre-negotiation activities 15 days Mon 4/3/00 Fri 4/14/00 56 64 0% Yes 5.10.2 Condinate & plan meeting to discuss deal parameters 1 day Mon 4/3/00 Fri 4/14/00 56 64 0% Yes 5.10.2 Conduntation term sheet Conduntation term sheet 1 day Fri 4/21/00 Fri 4/21/00 64 67 0% <t< td=""><td></td><td>1</td><td>5.4</td><td>Conduct sales meeting</td><td>1 day</td><td>Thu 3/9/00</td><td></td><td>25</td><td>56</td><td>%0</td><td>운</td><td></td></t<>		1	5.4	Conduct sales meeting	1 day	Thu 3/9/00		25	56	%0	운	
5.6 Perform follow-up sales activities 5 days Mon 3/13/00 Fri 3/17/10 66 58 0% No 5.7 Finalize sales decision 10 days Mon 4/3/00 Fri 3/31/00 67 56,60,62 0% Yes 5.8 Document go/no go sale decision 1 day Mon 4/3/00 Mon 4/3/00 58 0% Yes 5.9 Review & update project plan 1 day Mon 4/3/00 Mon 4/3/00 68 0% Yes 5.10.1 Perform pre-negotitation activities 15 days Mon 4/3/00 Fri 4/14/00 58 63 0% Yes 5.10.2 Coordinate & plan meeting to discuss deal parameters 1 day Mon 4/17/00 Fri 4/14/00 66 64 0% Yes 5.10.2 Conduct meeting to discuss deal parameters 1 day Fri 4/12/100 Fri 4/12/100 66 64 0% Yes 5.10.4 Conduct meeting to discuss deal parameters 1 day Fri 4/12/100 Fri 4/12/100 64 67 0% Yes		100	5.5	ID follow-up sales activities	1 day	Frt 3/10/00		55	57	%0	≺es	
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5.8 Document gofno go sale decision 1 day Mon 4/3/00 Mon 4/3/00 58 9% Yes 5.10 Review & update project plan 1 day Mon 4/3/00 Mon 4/3/00 Fri 4/21/00 58 0% Yes 5.10.1 Perform pre-negotiation activities 15 days Mon 4/3/00 Fri 4/14/00 58 63 0% Yes 5.10.2 Coordinate & plan meeting to discuss deal parameters 10 days Mon 4/17/00 Fri 4/14/00 58 63 0% Yes 5.10.2 Conduct meeting to discuss deal parameters 1 day Fri 4/14/00 62 64 0% Yes 5.10.2 Conduct meeting to discuss deal parameters 1 day Fri 4/14/00 62 64 0% Yes 5.10.3 Prepare term sheet Conduct meeting to discuss deal parameters 1 day Fri 4/21/00 64 67 0% Yes 5.10.4 Communicate term sheet Coddays Mon 4/24/00 Fri 4/21/00 64 67 0% Yes 61		E	5.7	Finalize sales decision	10 days	Mon 3/20/00		29	59,60,62	%0	≺es	Mktg/Sales Rep
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5.10.1 Coordinate & plan meeting to discuss deal parameters 10 days Mon 4/17/00 Fri 4/14/00 58 63 0% Yes 5.10.2 Conduct meeting to discuss deal parameters 1 day Mon 4/17/00 Mon 4/17/00 62 64 0% Yes 5.10.3 Prepare term sheet 3 days Tue 4/18/00 Thu 4/20/00 63 65 0% Yes 5.10.4 Communicate term sheet to Contracts 1 day Fri 4/21/00 Fri 4/21/00 64 67 0% No 6.1 Generate draft contract 50 days Mon 4/24/00 Fri 6/30/00 65 68 0% Yes 6.1 Generate draft contract for customer 5 days Mon 4/24/00 Fri 6/30/00 65 68 0% Yes 6.2 Negotiate and finalize contract 45 days Mon 7/3/00 Fri 7/21/00 67 70,71 0% Yes 7 Complete & approve transaction report (TR) 15 days Mon 7/3/00 Fri 7/21/00 Fri 7/21/00 70,71 0%			5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			%0	ટ	Mktg/Sales Rep
5.10.2 Conduct meeting to discuss deal parameters 1 day Mon 4/17/00 Mon 4/17/00 62 64 0% No 5.10.3 Prepare term sheet 3 days Tue 4/18/00 Thu 4/20/00 63 65 0% Yes 5.10.4 Communicate term sheet to Contracts 1 day Fri 4/21/00 Fri 4/21/00 64 67 0% No 6 Negotiate contract 50 days Mon 4/24/00 Fri 6/30/00 65 68 0% Yes 6.1 Generate draft contract for customer 5 days Mon 5/1/00 Fri 6/30/00 67 70.71 0% Yes 6.2 Negotiate and finalize contract 45 days Mon 7/3/00 Fri 17/21/00 67 70.71 0% No			5.10.1	Coordinate & plan meeting to discuss deal	10 days	Mon 4/3/00		58	83	%0	Yes	-
5.10.3 Prepare term sheet 3 days Tue 4/18/00 Thu 4/20/00 63 65 9% Yes 5.10.4 Communicate term sheet to Contracts 1 day Frl 4/21/00 Frl 4/21/00 64 67 0% No 6.1 Generate contract 50 days Mon 4/24/00 Frl 6/30/00 65 68 0% Yes 6.1 Generate draft contract for customer 5 days Mon 4/24/00 Frl 6/30/00 65 68 0% Yes 6.2 Negotiate and finalize contract 45 days Mon 5/1/00 Frl 6/30/00 67 70,71 0% Yes 7 Complete & approve transaction report (TR) 15 days Mon 7/3/00 Frl 7/21/00 Frl 7/21/00 67 70,71 0% No			5.10.2	Conduct meeting to discuss deal paran	1 day	Mon 4/17/00		62	25	%0	ટ્ટ	
5.10.4 Communicate term sheet to Contracts 1 day Frt 4/21/00 Frt 4/21/00 64 67 0% No 6.1 Reportate contract 50 days Mon 4/24/00 Frt 6/30/00 65 68 0% Yes 6.1 Generate draft contract for customer 5 days Mon 4/24/00 Frt 6/30/00 67 70,71 0% Yes 6.2 Negotiate and finalize contract 45 days Mon 5/1/00 Frt 6/30/00 67 70,71 0% Yes 7 Complete & approve transaction report (TR) 15 days Mon 7/3/00 Frt 7/21/00 Frt 7/21/00 67 70,71 0% No		 	5.10.3		3 days	Tue 4/18/00	+	83	65	%0	Yes	
6.1 Generate draft contract 50 days Mon 4/24/00 Fri 6/30/00 65 68 0% Yes 6.1 Generate draft contract for customer 5 days Mon 4/24/00 Fri 4/28/00 65 68 0% Yes 6.2 Negotiate and finalize contract 45 days Mon 5/1/00 Fri 6/30/00 67 70,71 0% Yes 7 Complete & approve transaction report (TR) 15 days Mon 7/3/00 Fri 7/21/00 67 No No			5.10.4		1 day	Fri 4/21/00	+	20	87	%0	2	Mktg/Sales Rep
6.1 Generate draft contract for customer 5 days Mon 4/24/00 Frl 4/28/00 65 68 0% Yes 6.2 Negotiate and finalize contract 45 days Mon 5/1/00 Frl 6/30/00 67 70,71 0% Yes 7 Complete & approve transaction report (TR) 15 days Mon 7/3/00 Frl 7/21/00 Frl 7/21/00 0% No			9		50 days	Mon 4/24/00	Frl 6/30/00			%0	ဍ	
6.2 Negotiate and finalize contract 45 days Mon 5/1/00 Fri 6/30/00 67 70,71 0% Yes 7 Complete & approve transaction report (TR) 15 days Mon 7/3/00 Fri 7/21/00 0% No		-	6.1	Generate draft contract for customer	5 days	Mon 4/24/00		65	68	%0	Υes	
Complete & approve transaction report (TR) 15 days Mon 7/3/00 Fri 7/21/00 0% No		1	6.2	!	45 days	Mon 5/1/00		67	70,71	%0	∀	
			7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			%0	ટ	
				22								

FIG. 193

	7.1		1 day	Mon 7/3/00	Mon 7/3/00 68		%0	Yes	Mktg/Sales Kep
	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00 68	72	%0	Yes	Mktg/Sales Rep
	7.3	Obtain 1 PMARK legal approval	1 day	Mon 7/10/00	Mon 7/10/00 71	73	%0	Yes	S Contract Mgr
	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00 72	74	%0	Yes	S Contract Mgr
	7.5	Obtain VP Corporate Development approval	3 days	Fr 7/14/00	Tue 7/18/00 73	75	%0	Yes	S Contract Mgr
	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00 74	77	%0	Yes	s Contract Mgr
	•	Execute contract	10 days	Mon 7/24/00	Frl 8/4/00		%0	2	Contract Mgr
	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00 75	78	%0	Yes	s Contract Mgr
	8.2	Obtain / PMARK contract signature	2 days	Thu 8/3/00	Fri 8/4/00 77	80,83	3 0%	Yes	s Contract Mgr
	6	Set up maintenance plan	5 days	Mon 8/7/00	Frl 8/11/00	68	%0	2	Mktg/Sales Rep
	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00 78		%0	2	Mktg/Sales Rep
	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00		%0	2	o Mktg/Sales Rep
	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00		%0	2	o Mktg/Sales Rep
	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00 78		%0	2	o Contract Mgr
	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00		%0	2	o Contract Mgr
圈	9.2.2	Implement quality standard management	5 days	Mon 8/7/00	Fri 8/11/00		%0	S.	o Contract Mgr
	9.2.3		5 days	Mon 8/7/00	Fri 8/11/00		%0	S S	o Contract Mgr
	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00		%0	2	o Contract Mgr
圓	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00		% 0	Yes	8 Project Lead
颐	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00 79	06	%0	Yes	s Project Lead
圇	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00 89	91	%0	Yes	s Project Lead
1	10.3		2 days	Thu 8/17/00	Fri 8/18/00 90		%0	 	s Project Lead

FIG. 194

- Conduct & document client Interview n
- if create interview form, can eliminate tasks 1.2.1 thru 1.2.6

Gather product Information Must include product benefits, similar products, etc.

ID tech support issues 10

Type of support required? Tech transfer? Support partner? No support? 8

Perform Initial assessment of IP Issues

Title and rights:

- 1. Ownership?
 2. Protection?
 3. Possible infringement?
- ID cilent organization decision makers Ø
- Consider decision makers and needed officer buy-in. Notify / PMAAA begin patent process £
- Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
 - Make & document prelim go/no-go decision 4

Potential form to doc reasons for go/no go

7

Assess competitive environment
Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive

Environment Assessment. ID & assess IP Issues

Expanded investigation of any ownership, protection, potential infringement issues. 22

7

Prepare market research summary Potential Score Card form. If so, indicate in task field.

ID decision makers 23

Verify that all key decision makers are identified

- Make & document product go/no go decision 28
- Potential form to doc reasons for go/no go.
 Prioritize project opportunity or notify client of no go decision
 - Create scorecard to prioritize.

Create form letter that thanks client and notifies of status of product.

Review/update market research summary 32

Potential form, Part 2 of Score Card, more market plan specific Info.

Prepare PTR 8

No formal client Interview but Product Manager will communicate with client regularly while preparing the PTR ID decision makers

33

May require muitiple client approvals, if so, add task for additional approval(s) - i.e. business unit and iT approval.

If patent license, add task for out MER approval.

ID & document customer-specific benefits 3

If form or checklist, can eliminate this task. May be considered part of marketing plan. ₩

Determine final valuation & price structure if form or checklist, can eliminate this task.

- 5
- At this point, duplicate project plan for each target customer for the specified product. Make initial contact with customer(s)/sales partners
 Must have signed PTR before initial contact with potential customer 25
- Obtain NDA from customer/sales partner 23
- inbound NDA for receiving information and mutual NDA also available on h: drive
 - Conduct sales meeting 2
- Including PowerPoint sales presentation
- May Include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING! ID follow-up sales activities 28
 - Finalize sales decision 28
- Resource for this task is actually the customer.
- Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet. Conduct meeting to discuss deal parameters S
 - Negotiate and finalize contract 88
- Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals
- If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract. Prepare TR F

. :•

- Implement quality standard management process
- Follow up with new customer/sales partner for samples of products to check for product quality. 82
 - Close out project 8
- Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
 - Perform final updates to project plan 8
- Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update heipful in accurately tracking project and project plan efficiency to allow for process improvement.
 - identify lessons learned & perform follow-up activities
 - Follow-up could include analyzing project effectiveness and updating generic plan Organize & file project plan & documentation 8
- Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for projects and another color for project complete.

Client Interview que	stionnaire (task 1.2
(Completion Date:)

4	\sim 41	1 ,		. •
1.	Gather	product	inform	iation
		F		

2. ID tech support issues

3. ID potential roadblocks

4. ID potential customers/suppliers

5. Perform initial assessment of IP issues

6. ID client organization decision makers

Assess competitive environment checklist (task 2.1) (Duration: 4 days – Complete by:)
ID similar products
ID existing suppliers
ID potential suppliers
ID potential customer base
Update & expand product benefits
Determine market value/price

Assess internal marketing issues checklist (task 2.2) (Addresses internal IP and Tech Support issues)

1. ID & assess IP issues

2. ID & assess tech support issues

INTELLECTUAL PROPERTY OUTMARKE TING PRE-TRANSACTION REPORT

Product/Project Name:	-		
Entity Requesting:	<u> </u>		
Contacts (Entity Name, Phone Numbers, Email):			
Outmarketing Party(s) (Company, Address, State of Incorporation, Contacts, Phone Phone Numbers):			
Intellectual Property Involved: (Patents, Trademarks, Trade Secrets, Software, etc.)			
Background of Deal (How Deal Developed, Summary of Intellectual Property Functionality/Uses, Deal Structure):		•	
Financial Analysis (Revenue to be Recognized, Cost Savings, etc.):			
Competitive Analysis (Worldwide, Outside US, US only, Outside 9 State Region, etc.):			
Status of Deal (Ready to Sign Up, Need Negotiation Assistance):			
Anticipated Timeline (Initial Meeting, Demos, Sign Contract, etc.):	1 0	.) QMAOV	·····
	Corporation subsidiary, reques nto an intellectual property outmarke		to the above-
Requestor	Entity/Dept.	Title	Date

Marketing Plan checklist (task 4.1)

ID & prioritize target customer(s)/sales partners	
ID & document customer-specific benefits	7:
Determine final valuation & price structure	
Develop channel strategy	
Develop IP strategy	-
ID & develop available tech support	
Formalize marketing plan	

NONDISCLOSURE AGREEMENT

THIS NUMBISCLOSURE AGREEMENT IS made by and between IName of
Entity], a corporation organized under the laws of ("owner"), and
, a corporation organized under the laws of
(the "Company"), effective as of, zo The parties agree as follows:
1. <u>Project Defined</u> . The Company may receive from OWNEL information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNEL in connection with
(the "Project").

- 2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the factthat the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to owner or is otherwise involved in or discussing the Project; and (iii) any information, work papers. analyses. compilations. projections. studies. documents. terms. correspondence, facts or other materials derived or produced by the Company or its representatives for ownER in connection with the Project. Any Information supplied by owner to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.
- 3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

running directly or indirectly to **OWNEK**; (iii) has been approved for release by a written authorization by **OWNEK**; (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from **OWNEK**.

- 4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for owner in connection with the Project except with the prior written consent of owner or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by owner in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of
- 5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.
- 6. Compliance with Legal Process. In the event that the Company is legally-requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify owner of such request or requirement prior to disclosure so that owner may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.
 - 7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of OWNER. Within ten (10) days following the receipt of a written request from OWNER, the Company shall deliver to DWNER all tangible materials containing or embodying the Information received from OWNER, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to OWNER or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to OWNER's ownership thereof.

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- 8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that owner shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.
- 9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by owner. None of the Information which may be disclosed by owner shall constitute any representation, warranty, assurance, guarantee or inducement by owner to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate owner to enter into any further agreements or to proceed with any possible relationship or other transaction.
- 10. <u>Term; Termination</u>. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.
- 11. <u>No Waiver</u>. No failure or delay by **owner** in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.
- 12. <u>Amendment</u>. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.
- 13. Applicability to Associated Parties. Any information disclosed to the Company by any of owners's affiliated companies or by any company, person or other entity participating with owners in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by owner, shall be deemed to constitute Information under this Agreement, and the rights of owner under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of ______, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

Company

OWNER.	company.
Ву:	Ву:
Name:	Name:
Title:	Title:

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Product Name

License Agreement Term Sheet

- <u>Definitions</u>
 What is licensed?
- Specs of the Software (exhibit)
 Definition/description?
- Delivery, testing and acceptance How should this work?
- Grant and Scope of License
 Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction What can partnership do with it?
- Sublicensing and transfer limitations
- <u>Pricing Terms</u>
 Royalties? Buy? Savings?
- Acct and audit rights
 As stated in the partnership agmt?
- Sales and Property tax liability Who liable?
- <u>Trade secret protection/Confidentiality terms</u>

 Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- <u>Title to original software and owner infringement reps</u>
 Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions Who owns?
- Source code inclusion/exclusion and protection Must source be disclosed to partnership?
- Training and documentation reg's Any?
- Protection of Trademarks
 Partnership must honor marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeur, etc)

INTELLECTUAL PROPERTY OUTMARKETING TRANSACTION REPORT

INTELLECTUAL PROPERTY INVOLVED:	
OUTMARKETING PARTY:	·. ·*
BUSINESS DEAL CONTACTS:	
INTELLECTUAL PROPERTY CONTACTS:	
ESTIMATED VALUE:	Up Front Savings Revenues (Years) =

II. Background

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

- (1) Customers:
- (2) Territory:
- (3) Standardization:

FIG. 209

VI. Recommendation

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:		
Printed Name:		
Title:		•
Entity:	<u> </u>	
Date:		

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		===	100
			100

Project Name:	
Project Start Date:	-
Project Resources:	
Product Mgr	Contract Mgr
Mktg Analyst	Mktg/Sales Rep

Instructions:

- 1. All updates in MS Project are made at the sub-task level only.
- 2. In the Task # field, enter the # of the task being updated or "new" if adding a task.
- 3. Find the column for the field you wish to update for the task and enter update information in the space provided.
- 4. Use the following guidelines for updating fields in MS Project:
 - Start/Finish Date Change the duration of the appropriate task(s) to arrive at the new start/finish date
 - % Complete Enter the new % complete for the task(s), either manually or using the up/down arrows
 - Deliverable Change deliverable field to Yes, either manually or using the option in the drop down box

Task#	Start Date	Finish Date	% Comp	Del	Add/Delete Task (incl. info for all project fields)
·					
					·
				<u> </u>	

Scoring Date: Scorer Init	tials:	Total Score:
Product/Project Name		Total Score.
Business Unit :		
Business Unit Primary Contact:	IPMARK Prima	ry Contact:
Name	Name	
Phone	Phone	
		· .
Score Card Key Factors	S	Scoring & Explanation
1. MARKET POTENTIAL - Product viability (i.e. unique product, benefits, support/maintenance?) - Potential customers? - Few competitive products/suppliers? - Large market, low market saturation? High Low Potential 10 9 8 7 6 5 4 3 2 1		Market Potential Rating
2. PROJECT TIMEFRAME - Product developed & ready to market? - Ownership? Patent status? - Identified interested parties? - Deal simple or complex? - Anticipated time to sell/close/recognize \$? Today 61218 + mths 10 9 8 7 6 5 4 3 2 1		Project Timeframe Rating:
3. PROJECTED REVENUE POTENTIAL - Anticipated total revenue from project? (if no strong customers, use 1X value) Over Under 5M4M1M100K 10 9 8 7 6 5 4 3 2 1		Revenue Potential Rating
4. COMPETITIVE THREAT TO BELLSOUTH - Sale give customer competitive advantage over BellSouth? No High Threat	A	Competitive Threat Rating:
5. INTANGIBLE VALUE - Set stage for future big \$ deals? - Build/foster relationship w/ existing/future customer? - Officer request/interest? - Public relations opportunity? High Low Profile	; ;	Intangible Value Rating
FIG. 212	TOTAL SCORE:	

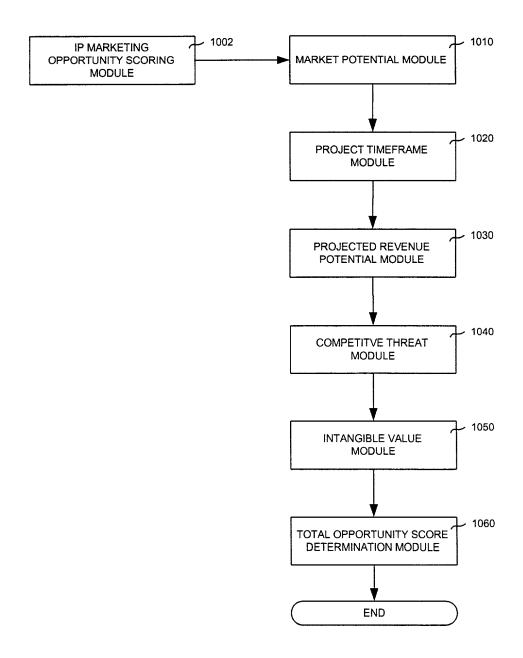


FIG. 215



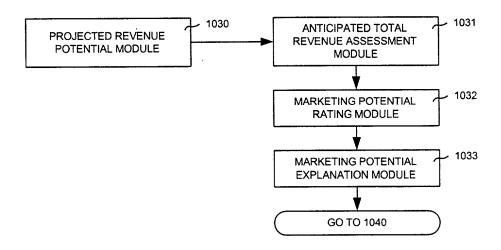


FIG. 216

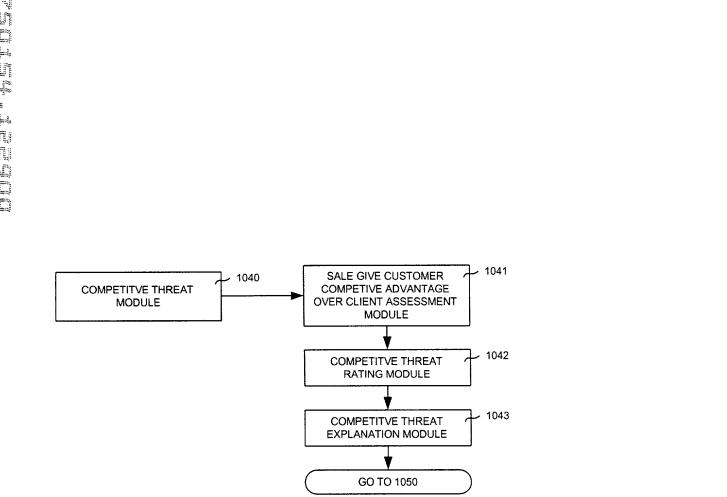
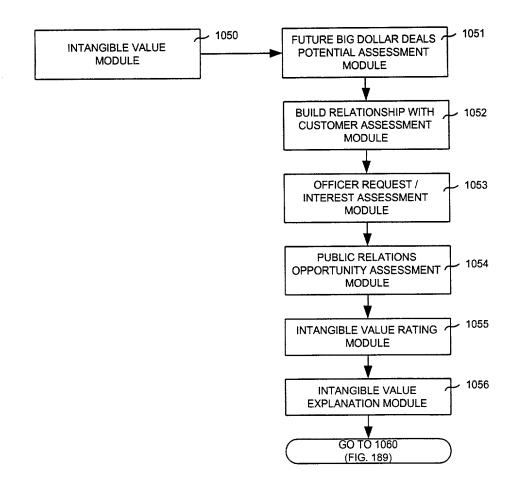


FIG. 217



NTELLECTUAL PROPERTY AWARDS PROGRAM Reports and Award Letters are Generated Disclosure Forwarded to Legal Firm Created Records Are Saved 9557 Invention is Documented in Awards Database Data is Linked to Related Tables/Queries 9552 Vendor Disclosure Meeting will & Legal IP Awards Database Table Organization Names Table Disclosure Gift Table Inventors Table IP Coordinators Table 9561

FIG. 219

Disclosure Award is Sent to Inventor

Legal Firm Nottfies IP of Filing and Award is Processed

Legal Firm Notifies IP of Issuance and Award is Processed

IP right record is Added to Database

>>> Company Intellectual Property>> >> 10 Step Checklist

✓ Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentibility if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - ⇒ Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics ✓ standards to ensure that the significant value of the mark is not diluted.
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, cobrand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

✓ Copyrights

Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

Proprietary Information

- All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - ⇒ any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

Ownership

Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

Marketing

Company's policy is to maximize the value from its intellectual property.

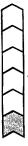
Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Patent Process Life Cycle

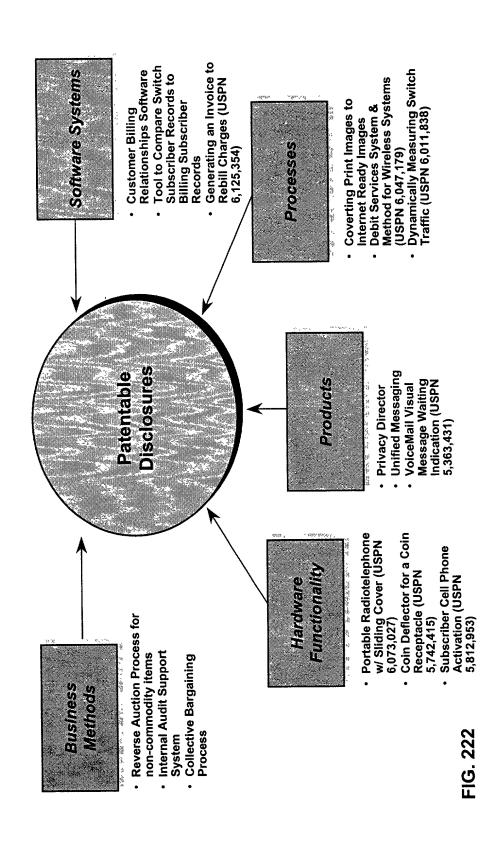
Patent Timeline:	ASAP		Disclosure to Filing 3 - 5 months	g 3 - 5 months		18 - 24 Months
	Developmen or Improvemen	Submit a Disclosure (Call TAM)	Meet with a Patent Attorney	Review Draft Application	Patent Application Filled	Patent
Task:	Developments or Improvements created by company employees or with company resources should be brought to IP Protection's	 Review for technical merit Initial marketing potential analyzed Administrative procedures addressed 	Disclose: State of industry will prepare at Problem Solved least 1 draft Sufficient detail application such that someone Inventor reviews of your expertise draft & provides could replicate the comments	Outside attorney will prepare at least 1 draft application belowed for the forments comments		
Time Frame:	• We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection	2-8 weeks for disclosure preparation for Outside Attorney	Mtg: 1.5 - 2 hrs Mtg scheduled 1-2 wks in advance Outside attorneys are flown in for mtg	Attorney Prep: 6-8 weeks Inventor given 2 weeks to review & return to IP Protection	4 Weeks to receive official filing notice from the US Patent Office	• 12-18 months
Innovation Award: Achievement Award:		Receive a Disclosure Gift			• Each inventor receives \$1000	• Each inventor receives \$2000 • If this is an inventor's 5th company patent.

company patent, he/she will receive an additional \$2500 • 10th Issued Company Patent: Additional \$5000 • >14th Issued Company Patent: Nominated for General Award



Innovations

What's Patentable?



December 2000

Internal Auditor

Inventor

Identify innovations within your organization:

- Developed or improved a process or service?
- Created a method of doing business?
- Improved efficiency or cut costs?

Innovation:

- Developments or improvements by you, the employee or
- Developments or improvements created with resources

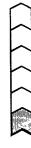
FIG. 223

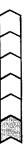


IP Ambassador

Raising Awareness of Intellectual Property:

- Assist in the education of employees
- Identify intellectual property risks to business objectives
- Identify intellectual property controls to those risks
- Where appropriate, suggest IP inclusion to organizations modifying their business process.





Internal Audit & the Checklist

Sample Business Process

Business Objectives	Produc to Tria Testing
- Potential	Delay is contracting negotial.

Integrate	Product w/	Service	Offerings
	<u> </u>		0





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- - development released to Increased Market in <50% of al costs **Product**

deadlines Unable to

missed

incompatible architecture

ations

Disputes Contract

Risks

Programs too costly

Employee

Incentive

delayed by

Project

Vendor's

bureaucratic **Budget for** Senior Mgt Access to Increases Limited Salary 500

Overhead

senss

Costly

2001

intended due to Trademark

product as

market

- **Ensure Ownership**
- Frademark & Corporate Contact

outmarket

Identify

Controls

- Protection early Seek Patent
 - proprietary info properly marked Ensure

- Identity Directors early in Process
- opportunities

- Seek Patent Protection
- **Ensure Proprietary** Markings

through the Encourage innovation Innovation Awards Program

FIG. 224

As an internal auditor, you can help educate the organization on the importance of intellectual property. December 2000

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

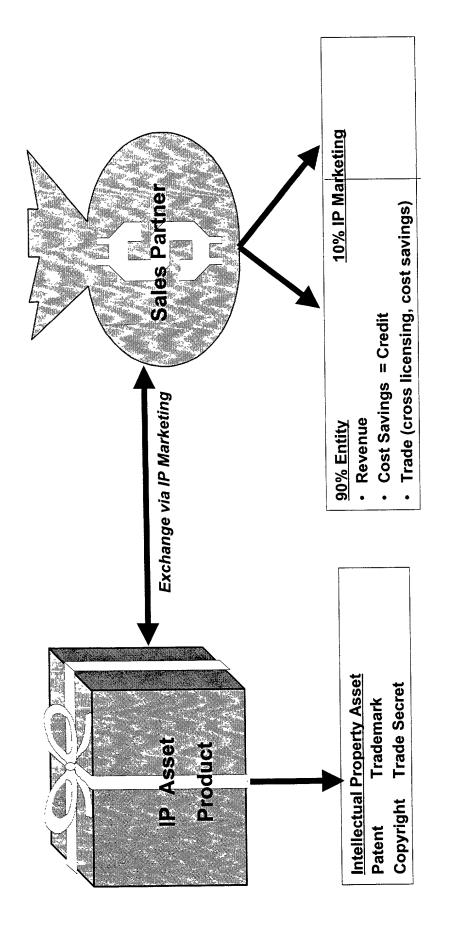


FIG. 225

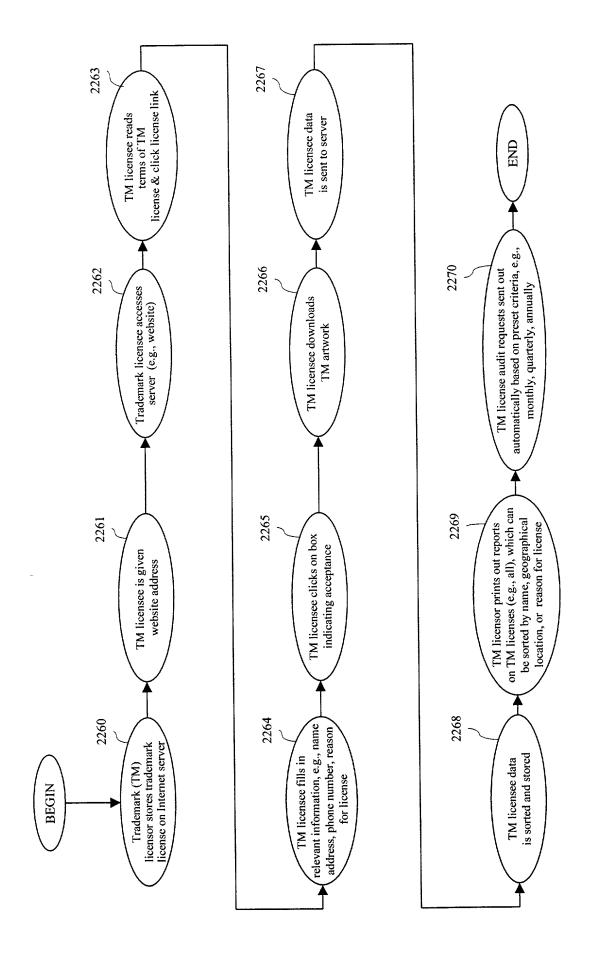


FIG. 226